Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

World Values Survey

Technical Field Report – South Africa

21 October2013

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- Methodology Overview
- The Questionnaire
- Data Collection
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Background to the Project

- This Technical Field Report outlines the South African World Values Survey data collection methodology as commissioned by the University of Stellenbosch.

- Ipsos South Africa rendered the data collection services, including:
  - Translating the provided questionnaire;
  - Fieldwork project management;
  - All fieldwork and logistics;
  - Provision of the technical field report;
  - Provision of other required project deliverables such as data files, sample design detail, final questionnaire versions, and any additional supporting documentation.

Background to the WVS

- The World Values Survey is a representative survey which measures opinions, values and attitudes.
- This survey is part of a global study which takes part in countries such as Ghana, Nigeria, and Ethiopia, amongst many others (atleast 50 countries in total).
- Interviews have been carried out with nationally representative samples of the publics' of almost hundred societies on all six inhabited continents.
- The survey has been conducted on five previous occasions (1981, 1990/1, 1995/6, 2000/1 and 2005/6) and as such offers the opportunity to not only assess current values but changes to values over time and the reasons behind these changes.
- From the second wave the global representation rose dramatically making it possible to carry out reliable global cross-cultural analyses and analysis of changes over time.
- The World Values Survey has produced evidence of gradual but pervasive changes in what people want out of life. Moreover, the survey shows that the basic direction of these changes is, to some extent, predictable.

Objectives

- WVS is a global study of what people value in life. This study interviews samples representing most of the world's people. It is "The World's most comprehensive investigation of Political and Sociocultural change".

The WVS aims to:

- study,
- monitor,
- and predict changes in

...people's socio-cultural perceptions and values.

- It is against this backdrop that Ipsos aimed to provide the University of Stellenbosch with research of the highest quality in order to assist the University of Stellenbosch in completing the South African portion of this global survey.
- Data and findings of the WVS are used for many academic purposes – this survey has given rise to more than 400 publications, in more than 20 languages.

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Methodology overview

The World Values Survey questionnaire was designed by WVS board, and received input and localisation by Ipsos South Africa.

The Face 2 Face CAPI (Computed Assisted Personal Interview) method was used to complete the survey.

A sample of 3,531 was conducted according to a nationally representative sample. This was then weighted to the entire South African population (16 years of age and older).

The questionnaire was on average **82'42"** minutes in length and was conducted in English, Afrikaans, Zulu, Xhosa, Setswana, and Sotho, as per the respondent's preference.

Fieldwork took place between 18th of August and the 06th of October 2013.

Project Lifecycle

Client Commissioning → Questionnaire Finalization & Translation → Questionnaire Scripting → Sampling → Interviewer Training & Piloting → Fieldwork → Weighting & Coding → Data processing → Final Data Delivery

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The Questionnaire

- There were several themes touched on during the interview:

- Core Values (Satisfaction with life/ purpose of life, etc…)
- Social Values: Health, family and the community (Qualities that children should be taught, etc…)
- Trust and Tolerance (Neighbours and tolerance, etc…)
- Gender Issues (Gender issues at home, etc…)
- Work issues (Importance of work, etc…)
- Political values (Government performance, etc…)
- Environmental issues (Environment and economic growth, etc…)
- Economic Values (Self-evaluation of poverty, etc…)
- Religion and moral values (Meaning and purpose of life, etc…)
- The Media (Radio, TV stations and newspapers, magazines listened to/watched/read, etc…)
- Other (Criminal Justice System, etc…)
- Demographics (Gender, age, LSM, etc…)

Translations and back translations

- The questionnaire was made available to respondents in 6 languages (English, Zulu, Xhosa, Tswana, Afrikaans, and Sotho) to ensure comprehension; the interview was conducted in the respondents language of choice.

English

Afrikaans

Xhosa

Tswana

Sotho

Zulu

Translations and back translations

The translators' qualification are as follows:

Language	Qualifications of translator
Afrikaans	BA Hons in Translation and 15 years translation experience
Zulu	Debtors Control Certificate and some university (BCom) - 16 years translation experience
Xhosa	BCom and studying towards a BA in Language and Literature - specialising in Creative Writing - 7 years translation experience
Sotho	NQF2 and NQF3 Contact Centre skills and Management – 7 years translation experience
Tswana	NQF4 Contact Centre Management & Bookkeeping Certificate – 6 years translation experience

All the translators where translating into their respective home languages

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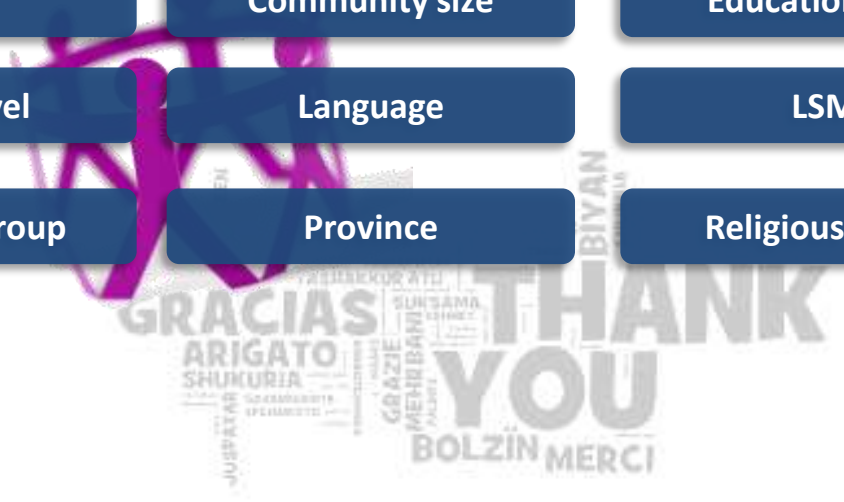
Data Collection: face-to-face interviewing

- Quantitative research is used to quantify findings that are representative of the bigger study universe. These findings could be utilised to inform decisions and help implement the correct interventions.
- Quantitative research is more methodical, robust, and representative, and larger samples can be included and analysed.
- Findings may be expressed numerically, and are amenable to mathematical manipulation enabling the researcher to estimate future events or quantities.
- CAPI (computer assisted personal interviews) in essence includes the interviewer going to the area of the respondent and completing the interview in the company of the respondent.
- Benefits of using the CAPI methodology include direct interaction between the interviewer and respondent, greater penetration to all parts of the country (CAPI is not dependent on landline or cellphone availability), and open-ended questions could be probed in-depth.

Data Collection: face-to-face interviewing

- CAPI methodology facilitates that the findings are representative of the universe and that they can reliably be projected to the universe, within a statistical margin of error at the 95% confidence level.
- All interviewers were personally briefed by their field manager or field supervisor and the executive in charge of the project. The client's attended the main briefing session in Johannesburg.
- Results can be analysed by a range of variables including:

Age	Community size	Education level	Gender
Income level	Language	LSM	Marital status
Population group	Province	Religious group	Working status

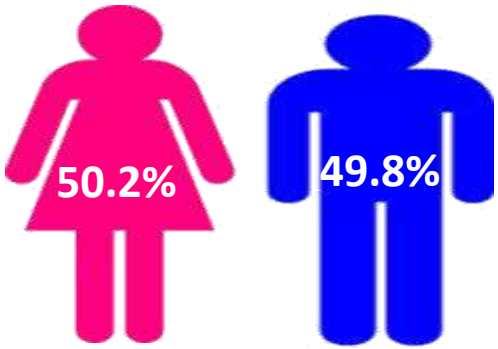


Data Collection: face-to-face interviewing

- The average interview length was 82’42” minutes (1 hour, 22 minutes, and 42 seconds).
- Due to the long interview length, interviewers made use of paper questionnaires in the rural areas where access to electricity was not readily available (to recharge CAPI machine batteries). This was a back up procedure and all questionnaires were then latter captured on the CAPI machine.
- Although the interviewers noted that respondents were interested in the topics in the questionnaire, a drawback was the relatively long length of the questionnaire.

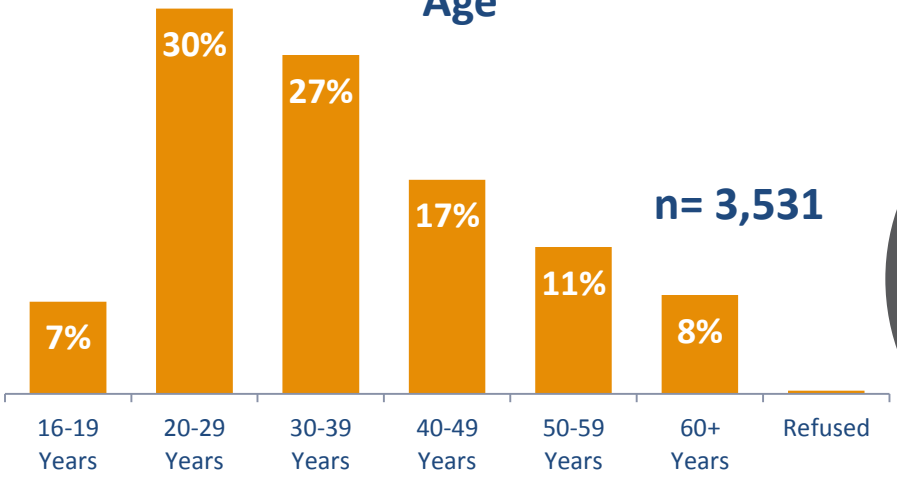
Data Collection: Sample Achieved (unweighted)

Gender



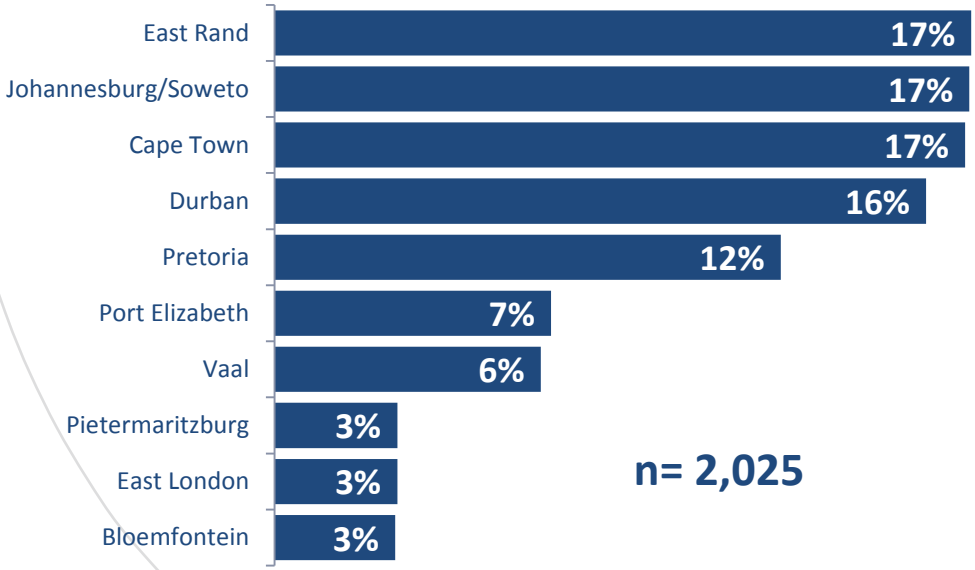
n= 3,531

Age



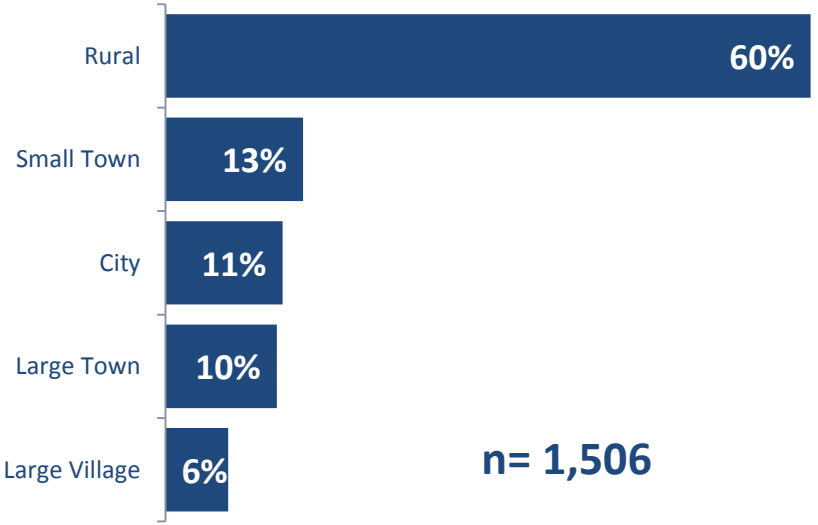
n= 3,531

Urban Metro's



n= 2,025

Non Urban Areas



n= 1,506

Data Collection: face-to-face interviewing

Data Collection: Selection and training of interviewers

- All the Ipsos fieldworkers have:
  - Minimum Matric (12 years of formal education) and fieldwork experience;
  - Ability to operate a cell phone and CAPI notebook;
  - Successfully completed the Ipsos training course, which includes training on probability sampling and questionnaire administration;
  - Complied with competency tests.

- Prior to going to field a detailed fieldwork plan was developed for this project.
- The fieldwork plan stipulated details about sampling, questionnaire content/study subject, interviewing protocol and reporting and linked every aspect to well-defined outcomes and timelines.

Data Collection: Selection and training of interviewers

- A fieldworker training manual was developed based on the requirements of the study and together with the final questionnaire, was used to train interviewers.

- The field training manual included the following:
  - Overview of and background to the study;
  - Detailed discussion of the sampling and respondent selection procedure;
  - Detailed discussion of the questionnaire, show material and/or other material/equipment to be used during the interviewing process;
  - Mock interviews – interviewers were paired and interviewed each other. This training process was observed by the fieldwork management team as well as the executive team.

Data Collection: Scheduling and assignment of interviews

- In this study, interviewers were selected (using the regions and areas as per the stipulated sampling requirements per area) based on expertise and knowledge of CAPI as well as language proficiency.
- 192 interviewers and 20 supervisors were assigned to the project.
- The interviewers reported to the supervisors who provided daily feedback to the field coordinators on the field work process (issues covered included number of successful interviews, challenges experienced and reasons for refusals).
- A fieldwork update was provided on a bi-weekly basis, every Wednesday and Friday.

Data collection: Management Team

Name and surname	Designation	Market research experience
Suzanne Burger	Face-to-face Field manager	30 Years
Judy Dreyer	Face to-face Field manager	5 Years
Ephraim Chinula	Field work coordinator Gauteng	15 Years
Clifford Phiri	Field work coordinator Gauteng	22 Years
Portia Popane	Field work coordinator Gauteng	5 Years
Ntokozo Mkize	Field Coordinator Kwa-Zulu Natal	10 years
Nadia Fourie	Field Coordinator Eastern Cape	12 years
Joseph Mokgethi	Field Coordinator Western Cape	22 years
Lydia Hector	Field Coordinator Western Cape	3 years
Marianne Nel	Field Coordinator Free State and Northern Cape	10 years

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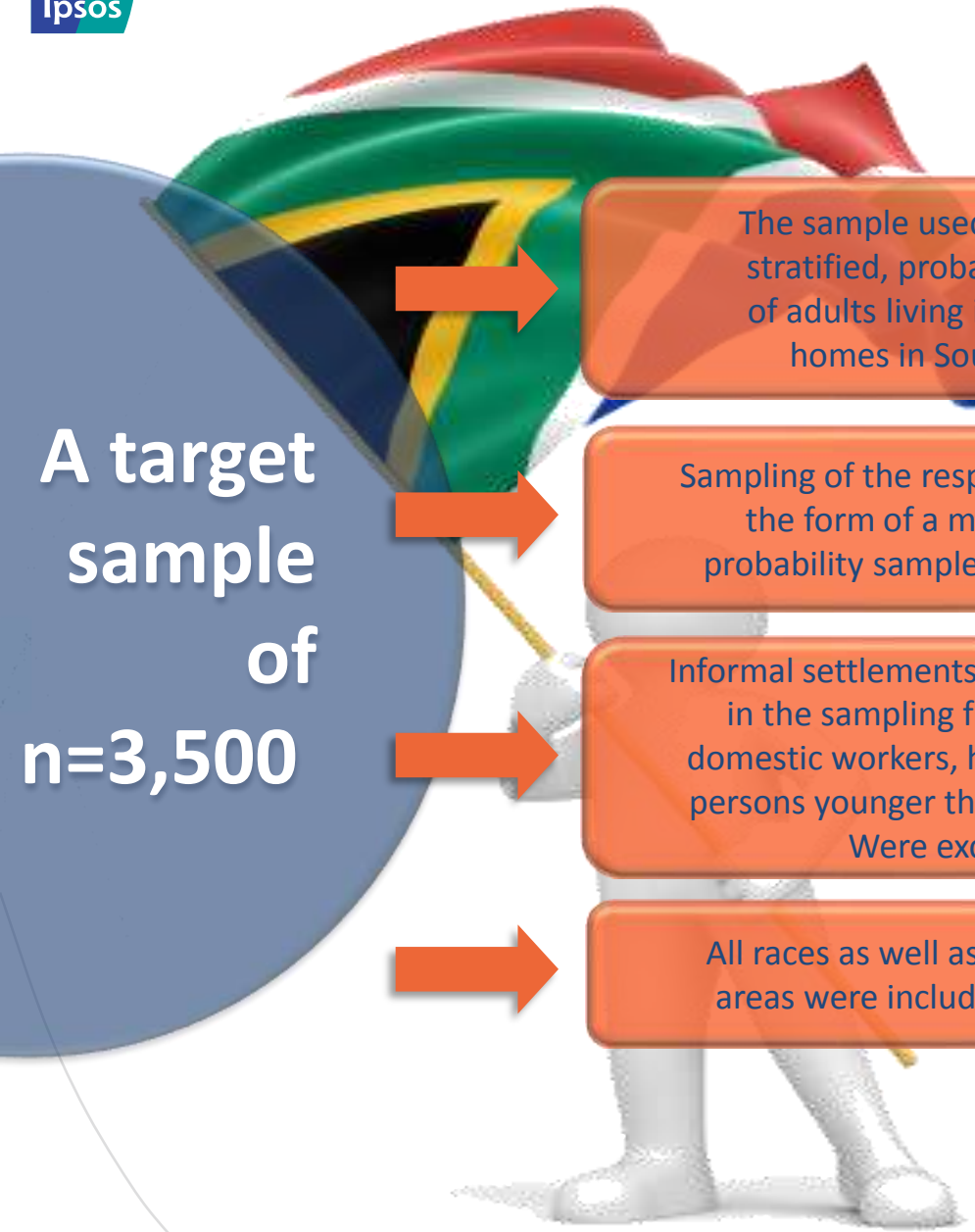
Sampling Overview: Sample Target



A target sample of n=3,500

- The sample used was an area stratified, probability sample of adults living in residential homes in South Africa
- Sampling of the respondents assumed the form of a multistage area-probability sample with three calls
- Informal settlements were also included in the sampling frame. However, domestic workers, hostel dwellers and persons younger than 16 years of age Were excluded
- All races as well as all geographical areas were included in this survey

This sampling method ensures that the results are representative of the adult Population (16+) of South Africa

Sampling Overview: Sample Achieved

- The benefit of the WVS is that it included responses from all corners of the country, be it urban or rural areas. By using a large sample of 3,500+, we can achieve representative samples in all provinces.
- Furthermore, all data is weighted to account for the whole of South Africa (aged 16+).
- The unweighted completed sample is **3,531**, which has been weighted to **33,861,000**.

Weighted: 2,682,000
Unweighted: 159

Weighted: 2,198,000
Unweighted: 179

Weighted: 612,000
Unweighted: 78

Weighted: 3,238,000
Unweighted: 427

Weighted: 3,938,000
Unweighted: 251

Weighted: 2,472,000
Unweighted: 168

Weighted: 7,490,000
Unweighted: 1,150

Weighted: 6,600,000
Unweighted: 676

Weighted: 4,632,000
Unweighted: 443

Sampling Overview: Sampling Error

- The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less confidence one should have that the poll's reported results are close to the "true" figures; that is, the figures for the whole population.
- All sample surveys are subject to a statistical margin of error. This is determined by sampling method used, sample size and response rate.
- Example:
  - A margin of error of 3.6% on a 95% confidence level will mean that we can be 95% confident that the true view of the population will lie within 3.6% (above or below) our results.

- Using a 95% confidence interval, the sampling error for the WVS completed sample of 3,531 is approximately **1.65%.**

Sampling Overview: What is Weighting?

- Weighting is used to adjust a sample so that it better represents a known population profile. For instance, if the population is known to be 50:50 male to female but the sample has 48:52 then weighting is used to adjust the sample data to represent the true population.
- It is analogous to the practice of adding extra weight to one side of a pair of scales to favour a buyer or seller.
- The process of weighting is also directly influenced by the way the survey is sampled. Although, the sampling method doesn't directly affect weighting, you do need enough sample for the groups you wish to weight. You can't weight sample you don't have.

- There are two main methods of weighting, namely Interlocking weights and Rim weights.
- To weight the WVS data, the Rim weighting method was used.

Sampling Overview: What is Weighting?

- For the WVS, weighting and benchmarking was done to correct for any skews in the realised sample as well as project to the SA population aged 16 years and older living in metropolitan areas, cities, large towns, small towns and villages.
- Weighting can either be done in terms of population or number of households
  - Population weights are calculated in respect of age, province, community size and race. Where necessary additional weight adjustments might be applied to also align other demographics.
  - Household weights are calculated by using, number of household members, province, community size and race.
- Weighting & benchmarking was done using the All Media Products Survey data (AMPS2012AB data).

Sampling Overview: Weighting

Gender	Metro			Non Metro		
	Unweighted	Weighted	AMPS Distribution	Unweighted	Weighted	AMPS Distribution
Male	50.0%	49.3%	49.2%	49.9%	49.4%	47.8%
Female	50.0%	50.7%	50.8%	50.1%	50.6%	52.2%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Race	Metro			Non Metro		
	Unweighted	Weighted	AMPS Distribution	Unweighted	Weighted	AMPS Distribution
Black	67.4%	62.9%	63.2%	86.1%	87.8%	84.2%
White	16.4%	19.4%	19.1%	3.5%	7.2%	8.0%
Indian / Asian	10.8%	6.1%	6.0%	9.6%	2.0%	0.8%
Coloured	5.4%	11.6%	11.6%	0.7%	3.0%	7.0%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Province	Metro			Non Metro		
	Unweighted	Weighted	AMPS Distribution	Unweighted	Weighted	AMPS Distribution
Western Cape	16.6%	17.4%	17.7%	6.0%	5.1%	6.0%
Eastern Cape	9.6%	8.9%	8.7%	16.5%	16.4%	16.1%
Northern Cape	0.0%	0.0%	0.0%	5.2%	2.8%	3.6%
Free State	2.9%	2.9%	2.9%	8.0%	8.5%	7.7%
KwaZulu Natal	18.7%	19.6%	19.3%	19.8%	19.4%	21.2%
North West	0.0%	0.0%	0.0%	10.6%	12.4%	10.4%
Gauteng	52.1%	51.1%	51.3%	6.2%	5.8%	7.1%
Mpumalanga	0.0%	0.0%	0.0%	11.2%	11.4%	11.2%
Limpopo	0.0%	0.0%	0.0%	16.7%	18.2%	16.7%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Sampling Overview: Weighting

Metro Area	Metro			Non Metro		
	Unweighted	Weighted	AMPS Distribution	Unweighted	Weighted	AMPS Distribution
Non Metro	N/A	N/A	N/A	100.0%	100.0%	100.0%
Johannesburg	16.7%	17.1%	17.1%	N/A	N/A	N/A
East Rand - Ekurhuleni	16.8%	15.4%	15.3%	N/A	N/A	N/A
Pretoria - Tshwane	12.2%	12.5%	12.9%	N/A	N/A	N/A
Vaal	6.4%	6.1%	6.0%	N/A	N/A	N/A
Durban – Ethekwini - Msunduzi	15.7%	17.1%	16.8%	N/A	N/A	N/A
Pietermaritzburg	3.0%	2.6%	2.5%	N/A	N/A	N/A
Port Elizabeth – Nelson Mandela	6.7%	5.7%	5.6%	N/A	N/A	N/A
East London – Buffalo City	3.0%	3.2%	3.1%	N/A	N/A	N/A
Cape Town	16.6%	17.4%	17.7%	N/A	N/A	N/A
Bloemfontein - Mangaung	2.9%	2.9%	2.9%	N/A	N/A	N/A
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Community Size	Metro			Non Metro		
	Unweighted	Weighted	AMPS Distribution	Unweighted	Weighted	AMPS Distribution
Metro	100.0%	100.0%	100.0%	N/A	N/A	N/A
City	N/A	N/A	N/A	10.9%	11.1%	11.2%
Large Town	N/A	N/A	N/A	10.4%	8.6%	10.0%
Small Town	N/A	N/A	N/A	12.8%	11.5%	12.8%
Villages	N/A	N/A	N/A	5.8%	4.6%	6.2%
Rural / Settlements	N/A	N/A	N/A	60.1%	64.3%	59.7%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Sampling Overview: Weighting

Age	Metro			Non Metro		
	Unweighted	Weighted	AMPS Distribution	Unweighted	Weighted	AMPS Distribution
15-24	20.5%	22.0%	23.8%	25.4%	29.2%	30.6%
25-34	27.8%	23.5%	23.0%	29.9%	23.0%	22.5%
35-44	23.7%	21.0%	20.6%	18.3%	16.2%	16.1%
45-54	15.1%	16.0%	15.5%	13.5%	13.8%	13.2%
55+	12.9%	17.5%	17.1%	12.9%	17.8%	17.7%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

LSM	Metro			Non Metro		
	Unweighted	Weighted	AMPS Distribution	Unweighted	Weighted	AMPS Distribution
LSM 1			0.0%	1.1%	1.2%	2.6%
LSM 2	0.6%	0.6%	0.3%	3.0%	3.3%	6.2%
LSM 3	1.0%	1.0%	1.1%	9.7%	11.2%	9.2%
LSM 4	2.7%	2.6%	2.0%	20.6%	20.6%	19.2%
LSM 5	11.7%	10.5%	9.0%	31.3%	29.8%	21.7%
LSM 6	29.4%	27.4%	27.9%	21.2%	17.4%	19.5%
LSM 7	17.6%	17.2%	18.6%	5.4%	6.1%	7.4%
LSM 8	11.4%	11.3%	14.0%	3.4%	4.1%	5.5%
LSM 9	12.0%	13.5%	15.6%	3.3%	4.5%	5.8%
LSM 10	13.7%	15.8%	11.4%	1.2%	1.9%	2.9%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Home Language	Metro			Non Metro		
	Unweighted	Weighted	AMPS Distribution	Unweighted	Weighted	AMPS Distribution
English	16.8%	23.9%	23.8%	2.9%	3.4%	3.8%
Afrikaans	17.3%	16.6%	16.4%	12.0%	10.2%	13.1%
Zulu	24.5%	20.3%	20.0%	22.9%	25.3%	25.0%
Xhosa	13.2%	12.8%	12.6%	18.3%	16.5%	15.4%
North Sotho/ Pedi	5.7%	6.3%	6.2%	13.0%	12.5%	11.9%
South Sotho/ Sesotho	10.7%	10.0%	9.8%	8.3%	9.0%	8.9%
Tswana	8.3%	5.0%	5.0%	12.1%	11.5%	10.9%
Tsonga/Shangaan	1.6%	2.0%	2.0%	2.7%	4.8%	4.6%
Venda	0.7%	0.7%	0.7%	3.5%	2.6%	2.4%
Swazi	0.2%	0.3%	0.3%	2.7%	2.7%	2.5%
Ndebele	0.4%	0.6%	0.6%	1.6%	1.2%	1.2%
Other (specify)	0.5%	1.5%	2.6%	0.1%	0.3%	0.3%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Sampling Overview: Sampling Methodology Used

- **Universe**
  - The universe of the study is people 16 years and over living in metro, cities, large towns, small towns, villages and rural settlements.
  - Generally no exclusions are made from the universe, however certain primary sample points are excluded from selection (as detailed below), and there sometimes exist a need to replace certain sample points where areas have restricted access, i.e. closed communities where interviewers cannot gain access.
- **Sampling methodology:**
  - Sampling methodology was a stratified probability sample.
- **Outline of sampling approach is as follows:**
  - A multi-staged sampling methodology was used for the survey. The sample was drawn in stages.
  - The first stage involved:
    - Stratification of the sample
    - Selection of the primary sampling unit (PSU):
      - Enumerator areas (EAs), as was demarcated for the 2011 population census, were used.
  - In the second stage, the secondary sampling unit – a household - was selected.
  - In the third stage, a respondent aged 16 and over was selected for interviewing.

Sampling Overview: Sampling Methodology Used

- **First Stage - Sampling of EAs**
  - The allocated number of sample points in a stratum was drawn systematically with probability proportional to size (PPS) using the lowest level of available population data as its measure of size (MOS). STATSSA data was used as a basis.
  - In order to select Enumerator Areas (EAs) Ipsos used the information in the SAtoZ database as a sample frame (SAtoZ is used in addition to Census 2011 as it provides additional detailed information (e.g.: geographical location) that is a vital part of the sampling process).
  - Sampling was based on 100% of individuals 16+ who are not institutionalised (therefore non-institutional, non-recreational and non-industrial EAs will be considered for the sample design).
  - This provided approximately 78,500 EAs nationally from which the selection was made.
  - Prior to drawing the sample of EAs, the EAs in each stratum was arranged according to geography type, main place code and sub place code. The purpose of this arrangement was to ensure the best possible coverage.
  - Following this, a random selection of EAs was conducted.

Sampling Overview: Sampling Methodology Used

- **Second Stage - Sampling of Households**
  - A random starting point was selected using a Geographical Information System (GIS).
  - With the aid of maps, street directories and aerial photos we were able to randomly select starting points, i.e. determine the starting street/point from where the selection of dwellings took place.
  - In the urban areas the interviewers were instructed to skip 5 dwellings and select the 6th dwelling using the walk procedure of turning left at each corner.
  - In rural / informal settlements interviewers counted the number of dwellings in the sampled area and divided this by the number of dwellings required in the sample to obtain the skip interval.
  - On each chosen plot/erf/stand the number of households was listed and one of them was selected randomly, applying strict rules.

Sampling Overview: Sampling Methodology Used

- **Third Stage - Sampling of Respondents**
  - Eligible members of the household that were 16 years and older at the time of interviewing were listed on a selection grid and interviewers used the prescribed instructions to select respondents to interview.
  - At each point an equal number of interviews were conducted with males and with females – again following prescribed instructions.
  - The interviewers were instructed to select one person per household for the interview. The interviewer was required to follow up with the selected individuals - up to 3 times in order to secure interviews. These follow-up calls had to be made on different days and at different times of the day, including evening and weekend calls. (substitution could only occur after 3 unsuccessful attempts to contact the original selected person.)
  - Please note that the interviewer had NO influence on the selection of household or the selection of individual, as these instructions are all prescribed.

Sampling Overview: Sampling Methodology Used

- **Sampling point substitution**
  - Sample point substitution was only done in the following instances:
    - Access issues e.g. boomed-off areas or closed communities where access was restricted
    - Too many refusals in small areas where the full 4 interviews could not be completed

  - In these instances replacement suburbs were supplied as follows
    - All EAs bordering the original EA selected were taken
    - The EA with the lowest EA number was selected.

Sampling Overview: Sample design team

Name and surname	Designation	Qualifications	Market research experience
Corne Bodenstein	**Modeling and Analytics Manager**	BSc , BSc (Hons) MSc in Statistics	16 years
Marie de Bruin	**Senior Statistician**	BSc , BSc (Hons) MSc in Statistics	6 years
Charles Gayi	**Survey Sampler**	BSc, BSc (Hons) in Applied Remote Sensing & GIS	6 Months
Lungelo Mkhize	**Junior Statistician**	BSc , BSc (Hons) in Statistics	10 Months

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Quality Control

- **Quality control**
  - Fieldwork interviewers were provided with maps and contact sheets with selection procedures for interviewing. The Kish Grids selection of the households and respondents was scripted so as to minimise selection error.
  - The data services team monitored and ensured that procedures were adhered to.
  - Every four interviewers were accompanied by one supervisor on all the trips.
  - The supervisors reported to the coordinators who monitored the interviewing process.
  - Participants provided voluntary consent prior to the interview.

- **Back checking:**
  - 17.75% of the interviews were back-checked. This does not include further checks carried out by supervisors for respondents to confirm details.

Ipsos Quality & Compliance Standards – South Africa

Ipsos has a fully integrated quality and information security management system – called Business Excellence.

- ISO 9001:2008 – quality management standard (registered since October 1995)
- ISO 20252 – Market research standard (registered since March 2011)
- ISO 27001 – information security standard (registered since April 2011)
- SAMRA code of conduct
- Consumer Protection Act 2011

ISO 9001 SABS

ISO

SAMRA
Southern African Marketing Research Association
Quality Research • Quality Decisions

Quality Assurance Strategies

Processing and reporting

- Our data processing division has all the necessary expertise and knowledge to process data from various market and opinion research based platforms. Over the years we have developed processes to ensure that our data is of the highest quality. This was achieved by using the current best practices as well as additional checks and balances to these best practices. We are extremely confident in our ability to produce data in various industry standard formats. Working with our global partners has given us the added experience of having to deal with data from a myriad of new data formats which makes us more confident in our abilities.
- Our processes are ISO approved and are tested on an ongoing basis both internally and externally. The management reports for quality which we have instituted for our various methodologies we believe are the best in the industry. These allow us to be very confident that our product is of the highest quality.

Scripting CAPI

- The following process was followed:
  - ⇨ A PSD (programmer specification document) was completed containing all instructions for the programmer. This was accompanied by the actual questionnaire.
  - ⇨ The script writer then scripted the questionnaire on the required platform.
  - ⇨ On completion the script was checked by the script writer.
  - ⇨ We have a 2nd QC where a different script writer verified the entire script checking all questions for logic and routing. As many scenarios as possible were checked.
  - ⇨ The 3rd QC was done by the researcher, again using the same rules.
  - ⇨ Our clients also have the opportunity to check the script if they so wish.

Quality Assurance Strategies

Data verification

- After fieldwork, all CAPI data uploads and accompanying data were sent for central verification. We have learnt that a systematic approach needs to be developed in order to verify, control and compare results of the data. We have therefore developed a framework has to ensure that:
  - ⇨ the correct sampling was implemented;
  - ⇨ hole counts were correct (dependent on platform);
  - ⇨ recorded data is checked for completeness and inconsistencies;
  - ⇨ formal testing of code sheet matches;
  - ⇨ completion of variables not answered based on standardised rules.
- The information generated within this framework was combined with the debriefing sessions held with our field teams. This allows us to learn from our mistakes and helps to reduce repetition of these.

Coding

- Extractions were done on 25% of the sample.
- The research team received these extractions and created a code sheet.
- Coding was then completed by the Coders.
- 10 / 100 rule applied to each Editors work.

Quality Assurance Strategies

Data cleaning

- Data cleaning involved the following standard checks:
  - ⇨ Data validation programs were written with input from researchers if required.
  - ⇨ These validations were run against the dataset to ensure that all records meet the required criteria.
  - ⇨ Logical / Capturing issues were fixed immediately in accordance with best practice but those not clear were sent back to field for verification.
  - ⇨ Validations were run until all data for all records were cleaned.
  - ⇨ Frequencies or hole counts were produced and checked for accuracy.
  - ⇨ These were sent to the researchers as well ensuring base numbers were consistent and correct.

Tables / Reporting

- Researchers compiled a request for tables according to their needs. These are requested via a Tabspec which detailed all the requirements. Tables were then setup using the Tabspec and checked for sense. Researchers received tables in Excel format.

Data weighting

- We ensured that all weighting procedures complied with the agreed upon population estimates or relevant target market. The weighting procedure and determination of weighting was carried out to very specific standards by our Modeling and Analytics department.

Quality is our Foundation

- Ipsos was the first marketing research company in South Africa to receive ISO 9001 certification and, as such, adheres to strict quality procedures. This is the international standard for general company quality management systems. It includes continuous improvements in the business as well as an aim to improve customer satisfaction. All quality procedures are documented and internal audits are conducted every two months in order to ensure that these procedures are adhered to. The SABS conducts audits twice a year, and every three years it is necessary for a full review to be conducted in order for the accreditation to be renewed. The last review took place in October 2009 and Ipsos's accreditation has been renewed successfully.
- Ipsos is accredited to ISO 9001:2008. Ipsos has been registered to the International standard for market research (ISO 20252) as of March 2011. This standard covers all aspects of market and opinion research projects.
- Information is the main product produced by Ipsos! It's the lifeblood of the company. It is vital to the success of the company that the information we rely on is kept secure from accidental or deliberate loss, destruction or disclosure. It is also essential that information is accurate, complete and available to us when we need it. As a result, Ipsos is committed to the proper and effective management and security of information. Ipsos has been registered to the International standard for information security (ISO 27001) as of April 2011.
- In addition, Ipsos undertakes to adhere to the Southern African Marketing Research Association (SAMRA) and ESOMAR International Code of Marketing and Social Research Practice.
- Ipsos has a Quality and Information Security team that is dedicated to ensuring the standards are met across the business. If you have any queries you can email Alexan Carrilho at alexan.carrilho@ipsos.com or compliance.za@ipsos.com

Quality control: Quality Control Team

Name and surname	Designation	Market research experience
Leandra Small	**Data Services Manager**	11 years
Johan Wessels	**CAPI Administrator**	11 years
Tanira Ramharakh	**CAPI Administrator**	6.5 years

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- **Data Processing**
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- Contact details

Data Processing: Specification

- The process for data processing and the associated quality control checks:
  - Dimensions 6.01 software was used for data processing.
  - The South Africa Data Processing team (SADP) received input data (interim stage data collected) and ran a data consistency check (data validation).
  - The check was based on a validation program for which the script was prepared by the relevant DP person; for this project - Rositsa Ivanova.
  - The program considered the relevant questionnaire and the applicable interview logic. Error report were sent back to researcher.
  - If there were any inconsistencies with the data file it underwent data editing and was sent back for data validation to SADP. This process was repeated until data was confirmed as clean and consistent.
  - QA was run by a Senior DP executive as soon as scripting (preparation of the validation program) was complete.
  - If the input data was confirmed as clean, then data conversion was made – one file format to another for further DP or client needs.

Data Processing: Team

Name	Title
Rositsa Ivanova	Senior DP executive assigned with output data files conversion/export;
Katya Argirova	DP Team Leader, assigned with internal coordination and planning
Ivelin Genev	Data Processing (DP) executive assigned with data validation for the project;
Kalin Mutavchiev	Project manager assigned with coordination and planning

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Public Affairs Project Team—Research

Team Member	Position in Organisation	Role in Project	Contact
Mari Harris	WSBL Director	Member of EXCO	mari.harris@ipsos.com 0825575058
Stella Fleetwood	Business Unit Director	Overall management of unit	stella.fleetwood@ipsos.com 0825574863
Ricardo Braz	Senior Research Executive	Overall management of project and client management	ricardo.braz@ipsos.com 0117097800
Ann Kushlick	Senior Research Executive	Support of day-to-day tasks	ann.kushlick@ipsos.com 0117097800
Reneiloe Nteso	Research Executive	Support of day-to-day tasks	reneiloe.nteso@ipsos.com 0117097800

Mari Harris

Stella Fleetwood

Ricardo Braz

Ann Kushlick

Reneiloe Nteso

Public Affairs Project Team – Mari Harris CV

Name: Mari Harris

Position: Managing Executive: Business Development & Public Affairs

Department: Public Affairs

Qualifications: Communication Studies and International Politics at the University of Potchefstroom and graduated with degrees in both fields (BA Communication Studies *(cum laude*), BA (Hons) International Politics *(cum laude*) and MA International Politics). She completed a short course in International Relations at the University of Kiel in 1986and the Marketing Management course at the University of the Witwatersrand in July 1989.

Experience: Mari worked as a researcher at the Institute for Political and Africa Studies at the University of Potchefstroom for four years before joining Strategic Concepts (Pty) Ltd, a socio-economic and political consultancy, in April 1986.
Mari joined Markinor in January 1989 as a Senior Research Executive and was promoted to Account Director in December 1992 and Director in January 1997. She is a member of SAMRA (Southern African Marketing Research Association) and ESOMAR (European Society of Opinion and Marketing Research). She has presented numerous papers at national and international conferences, with the focus mainly on socio-political issues.

Contact Details: (011) 709 7800

Email: mari.harris@ipsos.com

Public Affairs Project Team – Stella Fleetwood CV

Name: Stella Fleetwood

Position: Business Unit Director

Department: Public Affairs

Qualifications: Honours Degree in Sociology (Cum Laude), Master Certificate in Social Research Methods from the University of Johannesburg, and a certificate in Research Capacity Development sponsored by SANPAD (South Africa Netherlands Research Programme on Alternatives in Development). She was awarded a Postgraduate Fellowship from the Wellcome Trust (UK), and completed her MSc Clinical Medicine at the University of the Witwatersrand, Johannesburg.

Experience: Stella has had extensive experience with longitudinal data. She was a Researcher and Data Coordinator within the Birth to Twenty Research Programme, the largest and longest running study of child and adolescent health in Africa and one of the few longitudinal studies in the developing world. During this time Stella was involved with managing large quantitative and qualitative research initiatives. Part-time, Stella lectured at the University of Johannesburg in the Department of Sociology. Her subject included Race, Class and Ethnicity, AIDS and Social Policy and Demography. At Plus 94 Research, Stella worked as a Project Manager.

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Email: stella.fleetwood@ipsos.com

Public Affairs Project Team – Ricardo Braz CV

Name: Ricardo Braz

Position: Senior Research Executive

Department: Public Affairs

Qualifications: Undergraduate and Honours BSc Degree in Geographical Information Systems (GIS) from the University of Pretoria

Experience: Ricardo started off as a GIS Specialist and Market Analyst at a geo-integrated research company in 2005. He then joined Synovate as a Research Executive in the FS/IT/Custom research team in 2010. In 2011 he moved to the Synovate office in Mozambique as a Research Manager; this step provided valuable experience in most research methodologies including Qualitative, Quantitative, and Mystery Shopping. In 2012 he rejoined the South African Ipsos office in the Public Affairs team.

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Email: Ricardo.Braz@ipsos.com

Public Affairs Project Team – Ann Kushlick CV

Name: Ann Kushlick

Position: Senior Research Executive

Department: Public Affairs

Qualifications: Honours degree in Applied Psychology from the University of Witwatersrand. Currently completing MA in Research Methodology (University of Stellenbosch)

Experience: For the past 15 years Ann has worked both in the development sector as well as in social communications & media. She has extensive experience in both quantitative and qualitative research, M&E and behaviour change communications. She was a project manager at the Community Agency for Social Enquiry (CASE) for 5 years, then head of the research unit at Ochre Communication for 6 years and most recently a research consultant before joining Ipsos in June 2013.

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Email: Ann.Kushlickj@ipsos.com

Public Affairs Project Team – Reneiloe Nteso CV

Name: Reneiloe Nteso

Position: Research Executive

Department: Public Affairs

Qualifications: Undergraduate degree: BCom Marketing Management from the University of Pretoria (2007-2009).

Experience: After graduating from the University of Pretoria, Reneiloe started her working career as a Front Office Coordinator and Draw Officer at the National Lottery Operator, Gidani in 2010. She then joined Synovate a year later as a Junior Research Executive in the ITT/Financial Services research team working on a variety of ad hoc/tracker accounts such as EMS, Old Mutual and Mercantile Bank to name a few. By mid-2012 she moved to the Telkom account and was also promoted to Research Executive in the new Ipsos. This promotion enabled her to gain valuable research exposure and more experience with client services. Reneiloe has now recently moved teams and is now member of the Ipsos Public Affairs team.

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Email: Reneiloe.Nteso@ipsos.com

Operations Project Team – Mzo Mdaka CV

Name: Mzo Mdaka

Position: Project Manager

Mzo has a Higher Diploma In Integrated Marketing communication (specialized in Media)

He started his formal working career at Freshly Ground Insights in 2007 as a field controller. He then moved to being a field manager in 2009 where he expanded his role in both qualitative and quantitative capabilities (moderating focus groups, questionnaire design and transcribing).
During this time he worked on a variety of projects, including studies for major media clients, financial customer satisfaction studies and country wide demographic studies.
Currently Mzo does the following: Reads proposal and ensures full understanding of project requirements, review costs and budget to be worked within and raise any relevant concerns, based on project information, confirm operational approach for execution as well as set up project timelines based on proposal, client requirements and input from production areas; he adds project timing to workflow; maintain workflow on an ongoing basis; raise any concerns about timeline achievement to KAM as soon as evident and manage timelines to ensure deliverables are met.
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Contact Details: (011) 709 7800

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Thank you!

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