



Markinor KhayaBus
Wave 1 March 2007

Technical Report



Introduction – Markinor KhayaBus W1 March 2007

About the KhayaBus in general

- The Markinor **KhayaBus** offers you a **fast, economical vehicle for establishing awareness, usage, ownership, in-home incidence, perceptions, profiles and competitor activity**.
- The KhayaBus is also an **excellent vehicle to test public opinion on contentious issues**.
- Questions are formulated to meet each client's specific needs.

There are three options: Metropolitan only, Non-Metropolitan only and the National (Both Metro and Non-Metro) KhayaBus.

In 2007, two National **KhayaBus** waves will be undertaken. Each has a sample of 3500.

- A sample of 3 500 adults for the national KhayaBus was drawn by using provinces and community sizes (cities, large towns, small towns, villages and rural).
- The Metro sample is an area-stratified probability sample that consisted of 2 000 adults (16 years and older) living in the metropolitan areas.
- The Non-Metro sample was also an area-stratified probability sample that consisted of 1500 adults (16 years and older) living in the non-metropolitan areas.

Fieldwork timing schedule

Field times:

Fieldwork for the first wave of the 2007 national KhayaBus commenced on the 26th March 2007 and ended on the 30 April 2007.

Fieldwork interviewing methodology:

3500 Face-to-face in-house interviews with respondents 16 years and older in both Metro and Non-Metro areas.

Translations:

The questionnaire was translated into isiZulu, isiXhosa, Setswana, Sesotho, Sepedi, and Afrikaans. Interviews was conducted in the language preferred by the respondent.



Sampling

Sampling Methodology

Sampling of the respondents assumed the form of a multistage **area-probability** sample with three calls. The sampling included persons of 16 years and older, living in multimember households. Squatters were 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 are 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 randomly selected from the list of streets. In the selected street between four and six dwellings were then be selected using a random walk procedure in the selected area.

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

Substitution Procedure

If the interviewer found at their first visit that the qualifying person was not available for the duration of the fieldwork such as being on holiday, sick or could not speak any of the South African official languages, interviewers were allowed to substitute immediately. Three calls had to be made prior to substituting.

Coverage – Metro Sample

The KhayaBus Metro sample comprised metropolitan areas with a population of 250 000 or more.

Area	%
Johannesburg (incl. Sandton and Randburg, Central, South including the Greater Soweto area)	16
Cape Town (Northern Suburbs, South West, South East)	16
Durban (North, South, Central, West)	16
East Rand	14
Pretoria (Central/ West, North, East, South)	11
Port Elizabeth	8
Vaal Triangle	6
West Rand	3
East London	3
Pietermaritzburg	3
Bloemfontein	2
Welkom	2

The Non-Metro KhayaBus included the following community sizes:

Area	%
Rural Areas	63
Small Towns	13
Cities	12
Large Towns	7
Villages	5



Data Weighting

Weights

Survey results were weighted back to represent the universe from which it was drawn. The data was weighted back to the population to address sample skews and for the data to properly represent the universe

Weighting of the KhayaBus was based on the adjusted universe from the AMPS 2006 data.

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

Note of caution:

Margin of error – 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.



About our interviewers

About our Interviewers

Markinor interviewers hold a Senior Certificate qualification.

All interviewers at Markinor are trained and thoroughly briefed before conducting any interview.

Initial training of interviewers is usually carried out in the form of a training workshop, and each interviewer is provided with his or her own interviewer-training manual. Before a survey enters field, a briefing is conducted for that specific survey. A tape-recording of the briefing is made available to interviewers in the event of a reference being required. The Markinor field manager and the research executive responsible for the project conduct all briefings face-to-face.

Interviewers are representative of the cross-section of the South African society.

All black interviewers must be proficient in 4 languages, while white, coloured and Indian interviewers must command at least two languages.

As stated earlier, all interviews are conducted under the constant supervision of trained and experienced supervisors. A minimum 20% back-check on each interviewer's work will be conducted to ensure accuracy and consistency.

To prevent falsification the checks below are carried out.

- 10% - personal back checks

- 20% - telephone back checks



Thank you for sharing head space with us

