



# Ipsos Markinor



What do we see?

## KhayaBus Wave 1 - 2008

### Technical Report

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Nobody's Unpredictable



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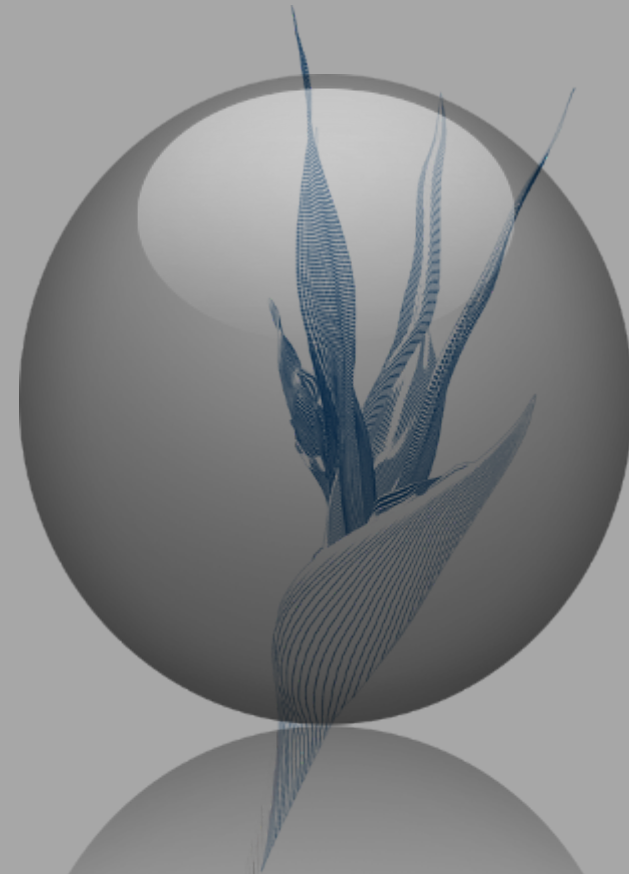
Sampling Methodology

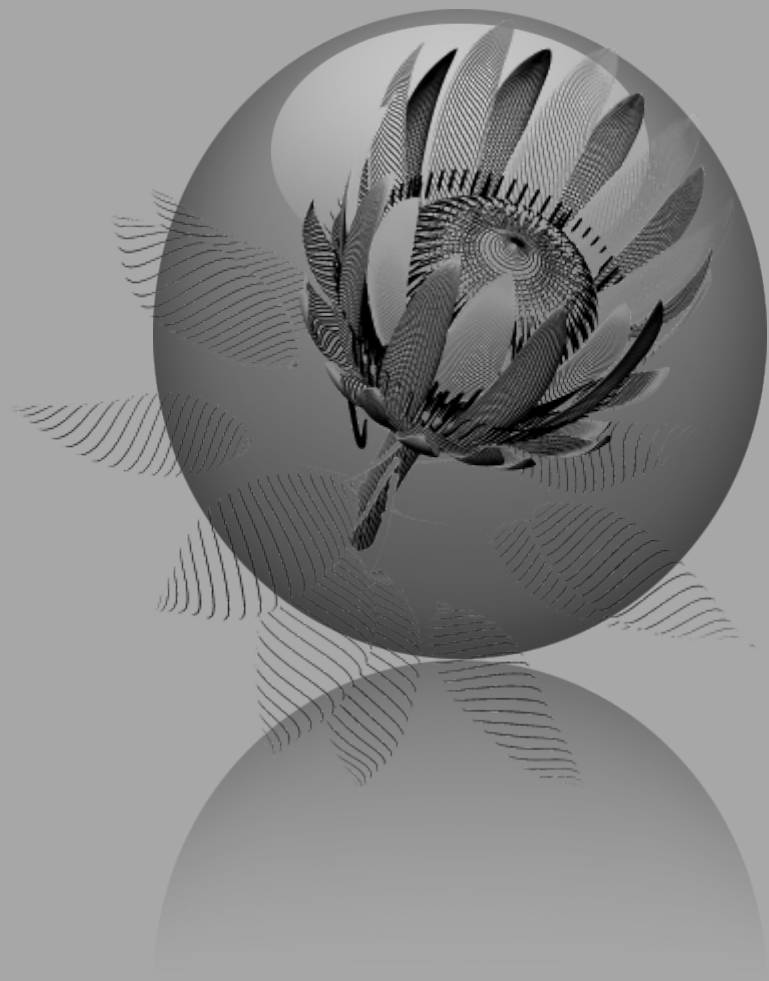
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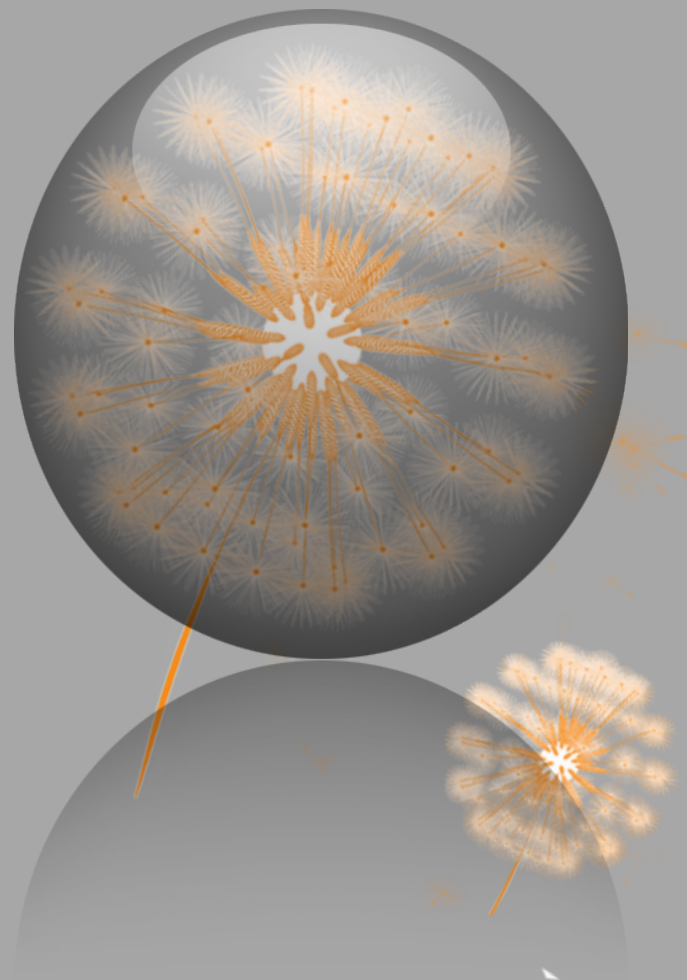


Background and Context

- During 2001 the [Institute for Justice and Reconciliation](#) commissioned Ipsos-Markinor to conduct a series of focus groups aimed at gauging the understanding of the process of reconciliation in South Africa. This project bore rich information regarding the general perception about the concept “reconciliation”, progress made and the role of stakeholders in the process of bridging historical divides in South Africa.
- The results emanating from the project were as diverse as the groups included in the focus groups. Building on this, the Institute for Justice and Reconciliation decided to investigate measuring perceptions about reconciliation and related issues on an on-going national scale by including a battery of questions on the omnibus, a 6-monthly nationally representative survey conducted by Ipsos-Markinor.
- Ipsos-Markinor was approached to obtain this information and this document describes the technical details of the KhayaBus, Ipsos-Markinor’s face-to-face omnibus.



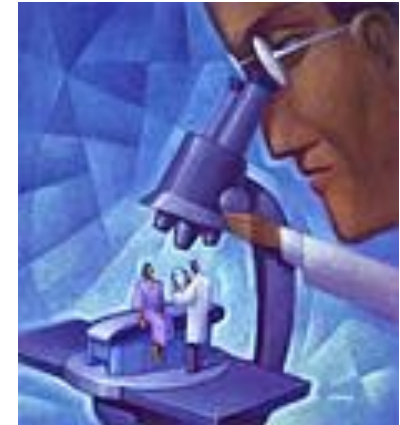
## Research Objectives

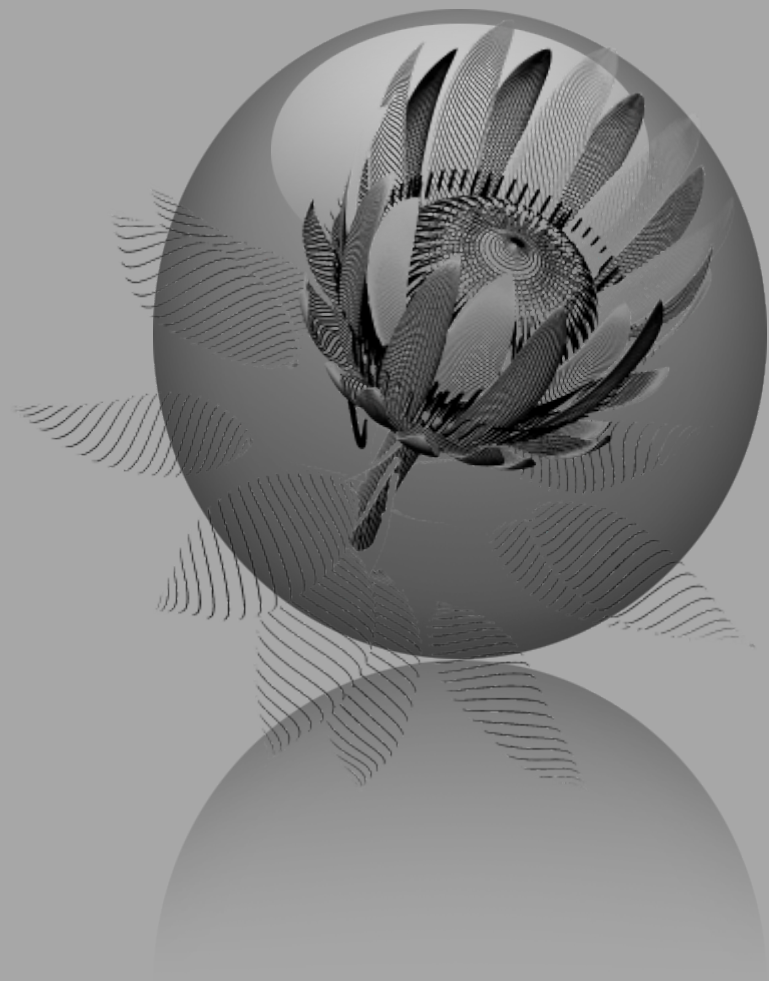


## Research Objectives

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- The main objective of this survey was to obtain information in order to further develop the 2004 established barometer measuring the degree of progress made in the area of reconciliation. In order to achieve this objective, the following information needs were identified:
  - Perceptions about relationships between South Africans in general, social structures and socio-political aspects
  - Perceptions on how government is dealing with reconciliation issues
  - Confidence in government, justice, media and other institutions
  - Perceptions about economic issues, crime, personal safety and the future in general
  - Awareness of harmonious relationships between different racial groups





Research Approach

- The information was obtained by means of Ipsos-Markinor's KhayaBus. This is an Omnibus survey with national coverage aimed at, amongst other aspects, measuring socio-political trends
- This product offers a fast, economical vehicle to investigate the preferences of South Africans on a variety of issues
- The KhayaBus survey is personal and interactive. These in-home, face-to-face interviews are conducted in respondents' own homes by experienced face-to-face interviewers, representative of all population groups in South Africa
- The national sample includes both metro and non-metro areas
  - The metropolitan areas include Gauteng cities, Durban, Pietermaritzburg, Bloemfontein, Welkom, Port Elizabeth, East London and Cape Town
  - The non-metropolitan areas includes non-metro areas from all 9 provinces, including deep rural areas





- A representative sample of the adult population of South Africa is included in the KhayaBus. This includes persons 16 years and older
- A representative sample imply that the results of the survey can be projected onto the South African population as a mirror image of trends in attitudes and perceptions amongst adult South Africans in general
- The sample includes people from all walks of life
- The total sample size of 3500 is split into:
  - 2 000 metro inhabitants
  - 1 500 non-metro inhabitants
  - Equal gender split
- A probability sample or random sample ensures that each person in the SA adult population have an equal probability of being chosen to do the interview
- The achieved sample is then weighted back to ensure that the actual race, age, gender, province and community sizes are taken into consideration
- A sampling error of 1.7% on a sample of 3500 with a 95% confidence interval was achieved

## Sample achieved

- A total of 3 340 interviews were achieved in the Wave 1 2008 KhayaBus
- The following table indicates the achieved sample by race, gender and age:

	<b>Achieved sample</b>	<b>% split</b>	<b>Weighted sample</b>	<b>% split</b>
<b>Female</b>	1691	50.6	14708	49.6
<b>Male</b>	1649	49.4	14961	50.4
<b>Black</b>	2473	73.4	22414	75.5
<b>Coloured</b>	379	11.3	2517	8.5
<b>Indian</b>	106	3.2	770	2.6
<b>White</b>	382	11.4	3968	13.4
<b>16-24 years</b>	696	20.8	6539	22
<b>25-34 years</b>	813	24.3	7734	26.1
<b>35-49 years</b>	956	28.6	8080	27.2
<b>50+ years</b>	875	26.2	7315	24.7

## Interview length & timing

Fieldwork was conducted between 4 and 29 April 2008

Interview length:

Mean	1h59
Standard Deviation	53min
Median	2h05



- All prospective interviewers at Ipsos-Markinor are thoroughly trained before conducting any interviewing
- The source of interviewers is a cross-section of the South African society
- All black interviewers must be proficient in 4 languages, while Coloured, Indian and White interviewers must command at least two languages
- The majority of Ipsos-Markinor interviewers hold a Senior Certificate qualification
- 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 Ipsos-Markinor field manager and the research executive responsible for the project conduct all briefings face-to-face
- All interviews are conducted under the constant supervision of trained and experienced supervisors
- A minimum 20% back-check (either personal or telephonic) on each interviewer's work is conducted to ensure accuracy and consistency
  
- The average number of interviews conducted by each interviewer: 13.8
- Standard deviation: 10.58
  
- Methods to guard against falsification:
  - 6.7%                      personal back checks
  - 27%                        telephone back checks
  - 67.9%                    neither



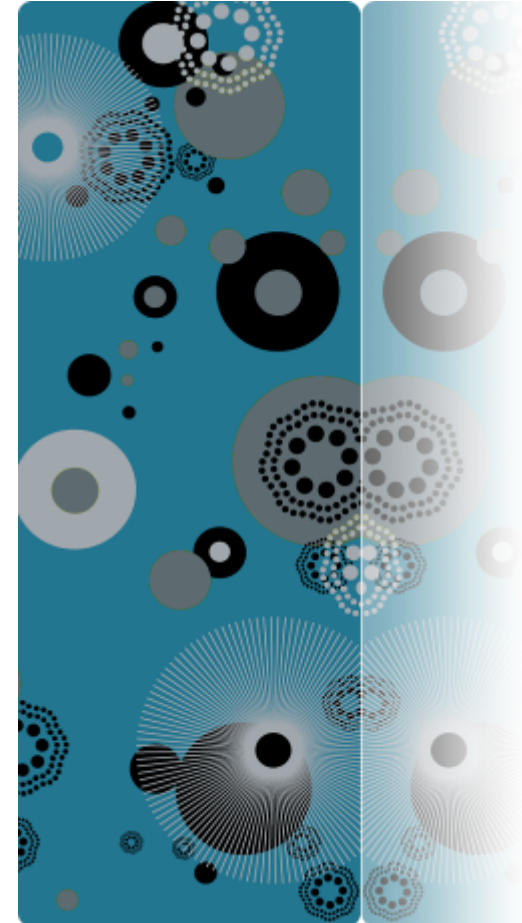
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