



Ipsos Markinor

Technical Report: Project Recon Barometer

KhayaBus Wave 1 - 2010 (April/May)

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Background and Context

Setting the scene...

- 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 diverse and 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.
- This document describes the **technical details** of the KhayaBus, Ipsos-Markinor’s face-to-face omnibus.



Research Objectives

Research Objectives

The main objective of this survey was to obtain information in order to track the barometer measuring the degree of progress made in the area of reconciliation in South Africa. 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, the education system and the future in general (part of the Ipsos Markinor SPT and GPB surveys)
- Human Rights of and harmonious relationships between different racial groups, cultural groups, social groups and religious groups
- Perceptions about issues revolving around the past



Research approach

Research Methodology: Omnibus survey

KhayaBus

- 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

Economical

- This product offers a fast, economical vehicle to investigate the preferences of South Africans on a variety of issues

Face-to-face

- 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

Coverage

- 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

Sampling Methodology

- 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 implies 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 has 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
- The sample frame is based on the **2001 census enumerator areas**
- The metro KhayaBus is weighted according to race, metro, gender and age and the non metro KhayaBus is weighted according to community size, age, gender and province
- Weighting is based on the **All Media Products Survey (AMPS) 2009 data**
- A **sampling error of 1.7%** on a sample of 3500 with a 95% confidence interval was achieved



A total of 3 553 interviews were achieved in the Wave 1 2010 KhayaBus

- The following table indicates the achieved sample by race, gender and age:

	Achieved sample	% split	Weighted sample	% split
Female	1776	50	16214	50.4
Male	1777	50	15938	49.6
Black	2670	75.1	24182	75.2
Coloured	361	10.2	2832	8.8
Indian	127	3.6	826	2.6
White	395	11.1	4312	13.4
16-24 years	838	23.5	8208	25.5
25-34 years	854	24	7842	24.4
35-49 years	963	27.1	8570	26.7
50+ years	898	25.2	7533	23.4

Interview length, pilots and timing

Fieldwork was conducted between **6 April and 7 May 2010**

11 pilot interviews were conducted on the reconciliation barometer prior to the Khayabus commencing. These pilots were done as new questions were included in the questionnaire, thus they needed to be tested to ensure the correct length, routing and that there were no other issues. All pilots went well and no issues occurred.

Interview length:

Mean	1h12
Standard Deviation	22min
Median	1h8



Interviewers

- All prospective interviewers 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: 15.7
- **Standard Deviation: 9.21**
- **Methods to guard against falsification:**
 - **6.6%** personal back checks
 - **44.1%** telephone back checks
 - **49.3%** neither



Table of margin of error

- A sample survey deals with a microcosm of the total population and from the results it is impossible to discover the exact proportion of people who act in a certain way. However, by determining the standard error of the sample, it is possible to say, with a pre-determined degree of accuracy, that the true proportion falls within certain limits
- The table below gives the percentages which have to be added to and subtracted from a survey finding for the sample sizes given, to establish the range within which the true proportion of the population will fall in 95 cases out of every 100. The margin of error is dependent on the size of the sample and the level of response.

RESPONSE RATE	95% or 5%	90% or 10%	85% or 15%	80% or 20%	75% or 25%	70% or 30%	65% or 35%	60% or 40%	55% or 45%	50% or 50%
SAMPLE SIZE	%	%	%	%	%	%	%	%	%	%
100	4.4	6.0	7.1	8.0	8.7	9.2	9.5	9.8	9.9	10.0
200	3.1	4.2	5.1	5.7	6.1	6.5	6.7	6.9	7.0	7.1
300	2.5	3.5	4.1	4.6	5.0	5.3	5.5	5.7	5.7	5.8
400	2.2	3.0	3.6	4.0	4.3	4.6	4.8	4.9	5.0	5.0
500	2.0	2.6	3.2	3.6	3.8	4.0	4.2	4.4	4.4	4.4
600	1.7	2.4	3.0	3.2	3.6	3.8	4.0	4.0	4.0	4.0
800	1.6	2.2	2.6	2.8	3.0	3.2	3.4	3.4	3.6	3.6
1 000	1.4	1.8	2.2	2.6	2.8	2.8	3.0	3.0	3.2	3.2
1 200	1.3	1.7	2.1	2.3	2.5	2.6	2.7	2.8	2.9	2.9
1 500	1.1	1.5	1.8	2.1	2.2	2.4	2.5	2.5	2.6	2.6
1 800	1.0	1.4	1.7	1.9	2.0	2.1	2.2	2.3	2.3	2.4
2 000	1.0	1.4	1.6	1.8	2.0	2.0	2.2	2.2	2.2	2.2
2 500	0.8	1.2	1.4	1.4	1.8	1.8	1.8	2.0	2.0	2.0
3 000	0.8	1.1	1.3	1.4	1.5	1.6	1.7	1.8	1.8	1.8
3 500	0.7	1.0	1.2	1.4	1.5	1.5	1.5	1.7	1.7	1.7

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