



Ipsos Markinor

Technical Report: Project Recon Barometer

KhayaBus Wave 1 - 2011 (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 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
- A **representative sample** of the adult population of South Africa is included in the KhayaBus. This includes **persons 15 years and older**
- The sample **includes people from all walks of life**
- The total sample size of 3600 is split into:
 - **2 000 metro inhabitants**
 - **1 560 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 Khayabus sample design is a **multi-stage sampling methodology**. The sample is drawn in stages. In order to define urban and rural Ipsos Markinor uses community size where metro, cities, large towns and small towns are urban.



Sampling Methodology

- The **metro sample is 2000** and includes Gauteng cities (West Rand, East Rand, Vaal, Pretoria and Johannesburg), Durban, Pietermaritzburg, Bloemfontein, Welkom, Port Elizabeth, East London and Cape Town). The **non metro sample is 1560** and includes non metropolitan areas from all nine provinces, including deep rural areas. For the non metro sample the proportions obtained from All Media Product Survey (AMPS) 2010B data are used.
- The first stage** involves the selection of the primary sampling unit: the enumerator area (EA), as was demarcated for the 2001 population census, is to be used.
- In the second stage**, the secondary sampling unit – a household - is selected.
- In the third stage**, a respondent aged 15 and over will be selected for interviewing



First Stage - Sampling of EAs

The 2001 Census is used as the sampling frame to select Enumerator Areas (EAs). Only non-institutional, non-recreational and non-industrial EAs are considered for the sample design. Persons under 15 are excluded from the sampling.

A sample of approximately 334 EAs is drawn for the metro sample and 250 for non metro. The metro sampling frame is explicitly stratified by metro area whilst the non metro sampling frame is explicitly stratified in respect of province and community size. The metro sample only includes the metro areas whilst the non metro sample includes cities, large towns, small towns, villages and rural areas.

Based on Amps 2010B, the sample is drawn proportional. The allocated number of sample points in a stratum is drawn systematically with probability proportional to size (pps) using the number of households as its measure of size (MOS) in the suburbs. An EA will be randomly selected from the selected suburb. 6 households per EA will be selected for the sample.

Prior to drawing the sample of suburbs, the suburbs in each stratum are arranged according to geography type, main place code, sub place code and EA-number. The purpose of this arrangement is to ensure the best possible coverage.



Second Stage - Sampling of Households

A random starting point is selected using the Geographical Information Systems (GIS) that is used at Ipsos Markinor. Ipsos Markinor has detailed maps of metro areas, cities and large towns in South Africa. With the aid of these maps, street directories and aerial photos we are able, to randomly select the starting point, i.e. determine the starting street from where selection of dwellings should take place. In instances where the street data does not provide the street name the name will be indicated as 'unknown'. In such cases, interviewers must orientate themselves by using other street names and prominent features (such as schools, police stations, churches, rivers) on the maps.

Once the starting point has been located, the interviewers are required to work systematically by selecting every n th household in farm and tribal areas. In the urban areas the interviewers must skip 5 dwellings and select the 6th dwelling using the walk procedure of turning left. Interviewers have been trained on the sampling methodologies to be used in metro, cities, large towns, small towns, villages and rural settlements.

Where there are more than 1 household per dwelling unit they will be listed and 1 household will be randomly selected using a selection grid.



Third Stage - Sampling of Individuals within Households

Eligible members of the household that are 15 years and older are listed on a selection grid. Once the respondent has been selected, only this person can be interviewed. The interviewer is required to follow up with this person 3 times. These calls must be made on 2 different days and at different times and must include evening calls.

The interviewer is required to follow up with this person and household. Proxies may not be used.

Substitution may only occur after 3 unsuccessful attempts to contact the original household. These calls must be made on 2 different days and at different times and must include evening calls.



- 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) 2010B data**
- A **sampling error of 1.7%** on a sample of 3560 with a 95% confidence interval was achieved



A total of 3 544 interviews were achieved in the Wave 1 2011 KhayaBus

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

	Achieved sample	% split	Weighted sample	% split
Female	1772	50	17519	51.1
Male	1772	50	16765	48.9
Black	2604	73.5	26010	75.9
Coloured	439	12.4	2993	8.7
Indian	154	4.3	928	2.7
White	347	9.8	4353	12.7
16-24 years	877	24.7	9870	28.8
25-34 years	835	23.6	7962	23.3
35-49 years	1021	28.8	8899	26
50+ years	811	22.9	7554	22.1

Interview length, pilots and timing

Fieldwork was conducted between **5 April and 29 May 2011**

1 pilot interview was conducted on the Recon Barometer questionnaire prior to the Khayabus commencing. This pilot was done to test length, routing and that there were no other issues. The pilot went well and no issues occurred.

Interview length:

Mean	1h26
Standard Deviation	32min



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: 14.5
- **Standard Deviation: 10.6**
- Methods to guard against falsification:
 - 2.8% personal back checks
 - 38.7% telephone back checks
 - 59.0% 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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