

Appendix A: Survey Methodology

Data Source

The AudienceScapes quantitative data for **Ghana** are based on a national survey of 2051 adults 15 and older, interviewed face-to-face from July 14 to August 10, 2009. The target population for the survey is 11 million adults aged 15 and older. A total of 6720 contacts were attempted to achieve the 2051 interviews. The response rate for the survey was 78 percent of valid contacts. The margin of error is $\pm 2.2\%$ with a 95% confidence interval. Percentages for subgroups have larger margins of error, depending on the number of respondents in the group.

Sampling

In order to achieve a nationally representative sample of Ghanaian adults (age 15 and over), InterMedia chose a probability proportional to size (PPP) sampling plan based on Ghana Statistical Service Year 2000 Population and Housing Census. In the first stage of the stratified sampling design, the country was divided into 10 regions; these regions were then subdivided into districts, and further stratified into sampling sectors and sampling points. The total sample of 2051 interviews was allocated down to sampling sectors proportionally to their population size:

Region	Total Sample	Urban	Rural
Greater Accra	311	273	38
Ashanti	384	206	178
Western	206	75	131
Central	170	63	107
Eastern	223	77	146
Brong Ahafo	192	72	120
Volta	173	47	126
Northern	192	51	141
Upper East	100	16	84
Upper West	100	17	83
TOTAL	2051	897	1154

Two rural sampling points selected in the Bawku district of the Upper East region were substituted due to an on-going protracted chieftaincy dispute and ethnic conflict, which made the conduct of the survey in these locations impossible due to insecurity. Substitute settlements were selected randomly.

At each sampling point, dwelling structures were selected by a random walk procedure, with interviewers contacting every fifth dwelling (for high density areas) or third dwelling (for low density areas). Each sampling point was assigned a starting landmark, from which the first dwelling to be contacted was determined by the summation method (the date or the sum of the two digits of the date).

In the event of an unsuccessful interview, the interviewer moved on to the next dwelling until a successful interview was achieved. In cases with multiple households within a dwelling structure, a

household selection grid was used to randomly select one household. Within selected households, respondents were selected randomly by a Kish grid method from a list of adults in the household.

Fieldwork

A total of 56 interviewers and 25 supervisors took part in the survey. InterMedia staff based in Washington, DC worked closely with the Ghanaian research partner throughout the fieldwork, and were present in Ghana for training and supervision.

The median interview time was 60 minutes. Interviewers attempted 2 call-backs if the selected survey respondent was not available at the first call.

Questionnaire

A standard AudienceScapes national survey questionnaire was adapted to reflect the Ghanaian environment, in collaboration with InterMedia’s local subcontractor. Feedback from interviewer training and pilot testing also helped ensure that the questions were culturally appropriate and understandable. The questionnaire was then translated from English into Ga, Akan, and Hausa. The questionnaire covered the following topics:

General Respondent Information	
I. Demographic Information	
Gender	Household Electricity Supply/Dependability
Age	Household Sanitary Conditions
Language Knowledge/English Ability	Household Water Supply
Education Level	Self-Determined Current Health Status
Employment Status/Occupation	Whether Farming or Livestock are Key Contributors to Household Income
Financial Status	Whether Have Worked in Farming or Livestock in the Past 12 Months
Income	
Religion/Religious Services	
II. Public Opinion—Major Issues and Trust	
Ranking of Important Issues	
Level of Government Progress on Key Goals	
Level of Trust in Various Organizations	
Media/Communication Sections	
I. General Media and Communication Habits	
Household Access to ICTs	
Frequency of ICTs/Info Sources for News and Information	
News Story Type Preferences	
Trust in News from Various ICT/Info Sources	
News Sharing/Opinion Leader Characteristics	
ICT and Information Behaviors	
II. Use Pattern/Preferences by Media Type (Each for Radio, TV, and Print)	
Frequency of Use	How Received (e.g. Satellite for TV)
Top 3 Outlets	Level of Importance as Source of News/Info
Access to X Number of Outlets	If Not Used, Why Not
III. Mobile Phone Use	
Level of Access	Service Provider
Frequency of Use	How Long Had a Phone
Use for Financial Transactions	Phone Sharing Habits
If No Access, Why Not	Cell Phone "Opinion" Questions
Phone Ownership	

IV. Internet Use

Frequency of Use
If Not Used, Why Not
Activities on Internet

Use for Financial Transactions
Importance as News/Info Source
Internet "Opinion" Questions

Development Topics/ Information Gathering Sections

I. Personal Finance

Patterns of Access to/Use of Mobile Money Services
Access to/Use of Various Financial Products, Services and Sources
Financial Topics - Opinion Leadership/Sharing Information With Others
Where Learn About Financial Services
Trust in Financial Information from Various Sources
Level of Satisfaction in Financial Information from Various Sources
Opinion Leadership in Financial Information

II. Health Issues

Access to Various Health Services
Sources of Information on Various Health Services/Health Issues
Household Opinion Leadership on Health Decisions
Trust in Health Information from Various Sources
Level of Satisfaction with Health Info from Various Sources
Personal Opinion Leadership on Health Issues

III. Agriculture (Separate Farming and Animal Husbandry Sections)

Types of Crops Grown
Information Sources for Various Farm Information
Level of Satisfaction with Farm Info from Various Sources
Level of Trust in Farm Info from Various Sources
Opinion Leadership
Ibid for Livestock on all points above.

Data Processing and Quality Control

Responses were recorded by hand in the field, and checked by Field Supervisors. Field Supervisors accompanied interviewers on 20 percent of the interviews, and 25 percent of interviews were verified through call-backs by the quality control team.

Completed questionnaires were coded into an SPSS database and subjected to rigorous quality control procedures and consistency checks by InterMedia's Research and Analysis Unit. The data were weighted to ensure they would represent the sampled population in terms of gender, urban/rural location, and region of the country.

Problems Encountered/Solutions Applied

The fieldwork contractor reported that the rainy season delayed fieldwork by about a week, as transportation became difficult. Reaching certain selected rural sampling points was extremely challenging, requiring interviewers to use bicycles or even go on foot to reach settlements. As noted above, insecurity in the Upper East region led to the substitution of two selected sampling points. Finally, the contractor noted that the fieldwork was conducted immediately following the widely publicized visit of President Barack Obama to Accra, which may have impacted the media behavior of some respondents, for example raising interest in world news or increasing the frequency of getting or discussing news about current events.



This research has been carried out in conformity with the standards of the ICC/ESOMAR International Code of Marketing and Social Research Practice.

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