

Appendix A: Kenya Survey Methodology

Data Source

The AudienceScapes quantitative data for Kenya are based on a national survey of 2000 adults aged 15 and older, interviewed face to face from 20 July to 11 August, 2009. The target population for the survey is 21 million adults aged 15 and older. A total of 5417 contacts were attempted to achieve the 2000 interviews. The response rate for the survey was 84 percent of eligible contacts. The margin of error for the sample is ± 2.2 percent with a 95 percent 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 Kenyan adults (age 15 and over), InterMedia chose a probability proportional to size sampling plan based on the Kenya 1999 Population and Housing census, conducted by the Kenya National Bureau of Statistics. In the first stage of the stratified sampling design, the country was divided into eight provinces; these provinces were then subdivided into districts, and further stratified into urban and rural settlements. Sampling points were randomly selected within each district, with no more than 10 interviews conducted in each sampling point. The target of 2000 interviews was achieved according to the established sample distribution:

Table A.1: Kenya Survey Sampling Distribution

Province	District	Rural	Urban	Total
Nairobi	Nairobi	0	170	170
	Subtotal	0	170	170
Central	Kiambu	30	20	50
	Kirinyaga	35	10	45
	Nyandarua	40	10	50
	Nyeri	30	15	45
	Thika	40	20	60
	Subtotal	175	75	250
Coast	Kilifi	40	15	55
	Kwale	45	10	55
	Malindi	20	10	30
	Mombasa	0	55	55
	Subtotal	105	90	195
Eastern	Embu	20	10	30
	Kitui	40	10	50
	Machakos	50	20	70
	Makueni	60	10	70
	Meru Central	35	10	45
	Mwingi	25	10	35
	Subtotal	230	70	300

North Eastern	Garissa	35	10	45
	Wajir	25	10	35
	Subtotal	60	20	80
Nyanza	Gucha	30	10	40
	Kisii Central	30	15	45
	Kisumu	25	25	50
	Migori	30	20	50
	Nyamira	35	15	50
	Rachuonyo	20	10	30
	Siaya	35	10	45
	Subtotal	205	105	310
Rift Valley	Bomet	30	10	40
	Kajiado	35	10	45
	Kericho	30	10	40
	Laikipia	20	10	30
	Nakuru	65	30	95
	Nandi	50	10	60
	Transzoia	50	10	60
	Turkana	40	10	50
	Uasin Gishu	40	15	55
	Subtotal	360	115	475
Western	Bungoma	50	15	65
	Busia	20	10	30
	Butere/Mumias	30	10	40
	Kakamega	40	10	50
	Vihiga	25	10	35
	Subtotal	165	55	220
Total		1300	700	2000

At each sampling point, households were selected by a random walk procedure, with interviewers contacting every fourth house on the left-hand side. Each sampling point was assigned a starting landmark, from which the first household 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 knocked on the immediate next household until a successful interview was achieved. Respondents within households were selected randomly by a Kish grid method from a list of adults in the household.

Fieldwork

A total of 31 interviewers and seven supervisors took part in the survey. InterMedia staff based in Washington, D.C. and the United Kingdom worked closely with the Kenyan research partner throughout the fieldwork, and were present in Kenya for training and supervision. The median interview time was 55 minutes. A minimum of two call-backs were attempted if the selected survey respondent was not at home at the first call.

Questionnaire

A standard AudienceScapes national survey questionnaire was adapted to reflect the Kenyan environment, in collaboration with InterMedia's local subcontractor. The questionnaire was then translated from English into Kiswahili, Luo and Kikuyu. The questionnaire covered the following topics:

General Respondent Information

I. Demographic Information

- Gender
- Age
- Language Knowledge/English Ability
- Education Level
- Employment Status/Occupation
- Financial Status
- Income
- Religion/Religious Services
- Household Electricity Supply/Dependability
- Household Sanitary Conditions
- Household Water Supply
- Self-Determined Current Health Status
- Whether Farming or Livestock Are Key
- Contributors to Household Income
- Whether Have Worked in Farming or Livestock in the Past 12 Months

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
- Top Three Outlets
- Access to X Number of Outlets
- How Received (e.g., Satellite for TV)
- Level of Importance as Source of News/Info
- If Not Used, Why Not

III. Mobile Phone Use

- Level of Access
- Frequency of Use
- Use for Financial Transactions
- If No Access, Why Not
- Phone Ownership
- Service Provider
- How Long Had a Phone
- Phone-Sharing Habits
- Cell Phone "Opinion" Questions

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. Completed questionnaires were then coded into a database and subjected to rigorous quality control procedures. Coding supervisors ensured consistency by checking the first 10 to 20 questionnaires coded by each coder, with random checks thereafter of 10 percent of the sample. Additional quality control and consistency checks were performed by InterMedia's Research and Analysis Unit prior to analysis.

The data were weighted to ensure they would represent the sampled population in terms of age, sex and region of the country.

Problems Encountered/Solutions Applied

The fieldwork contractor reported challenges reaching particularly remote rural sampling points (for example, in Turkana and some parts of Eastern province), but was able to reach all selected sampling points. Some older respondents were reportedly embarrassed by questions about birth control methods and had difficulty answering.



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

For more information, contact us at audiencescapes@intermedia.org.

InterMedia (www.intermedia.org) is a nonprofit research, evaluation and consulting company with expertise in media, communications and development. We creatively equip clients to understand audiences, design projects, target communications and gauge project impact in developing and transitional societies worldwide.