



The WORLD VALUES SURVEY ASSOCIATION

[www.worldvaluessurvey.org](http://www.worldvaluessurvey.org)

**SURVEY METHODOLOGY REPORT**

**METHODOLOGICAL QUESTIONNAIRE**

**(TO BE COMPLETED AND SENT TO THE DATA ARCHIVE**

**JOINTLY WITH THE DATA FILE)**

|                                 |   |
|---------------------------------|---|
| Country:                        | ZIMBABWE  |
| Organization:                   | Kantar Nigeria (Trading as TNS RMS Nigeria Limited) |
| Principal Investigator:         | Mariam Fagbemi                                      |
| E-mail (primary contact):       | mariam.fagbemi@kantar.com                           |
| Person in charge for fieldwork: | Consumer Feedback - Darlington Biza                 |
| E-mail (secondary contact):     | Darlington Biza <darlington@consumerfeedback.co.zw> |



**SECTION 1: THE QUESTIONNAIRE**

1. Have any optional questions and/or items been included?

No

Yes (PLEASE WRITE IN QUESTION AND/OR ITEMNUMBERS BELOW )

---

---

2. Were country-specific questions, and/or items i. e. neither compulsory nor optional WVS questions, or questions included in the survey?

No country-specific questions included

→ Go to Q 4

Country-specific questions were included

**ANSWER IF THERE WERE COUNTRY-SPECIFIC QUESTIONS**

3. Were country specific questions included at the end of the questionnaire, just before the demographics?

Yes

→ **GO TO Q 4**

No

3a Please indicate the location of the country-specific questions which were not at the end of the questionnaire

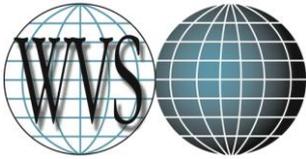
WRITE IN BELOW :

**EVERYONE PLEASE ANSWER**

4. Were all questions asked in the prescribed order?

Yes

No



5. Were all core questions included in your questionnaire (by core we mean all items except those that were optional)?

No - some question(s) from WVS questionnaire **not** included

→ ANSWER

\_\_\_\_\_

No - some demographic question(s) **not** included

→ ANSWER

\_\_\_\_\_

Yes - all questions included

→ SECTION 2

**IF ANY CORE or DEMOGRAPHIC WVS QUESTIONS WERE NOT INCLUDED**

6. Please write in details of the items and the reasons why they were not included.

*question number or description of question:*

*Reason(s) not included:*

**SECTION 2: SAMPLING**

7. Was your sample designed to be representative of the entire adult population, i. e. 18 years and older, of your country?

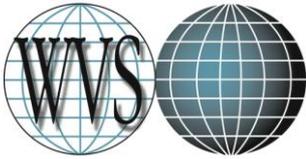
Yes **GO TO Q 9**

→

NO

**ANSWER**

→



**IF NOT DESIGNED TO BE REPRESENTATIVE**

8. Which groups were excluded from, under-represented or over-represented in your sample design?

Excluded (PLEASE SPECIFY):

Over-represented: (PLEASE SPECIFY):

Under-represented (PLEASE SPECIFY):

**EVERYONE PLEASE ANSWER**

9. What was the lower age cut-off for your sample?

Yes - please write in cut-off

No cut-off

10. Was there any upper age cut-off for your sample?

Yes - please write in cut-off

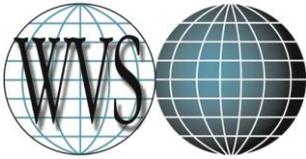
No cut-off

11. What were the different stages in your sampling procedure?

*PLEASE WRITE IN:*

*Multistage sample design was adopted where selection of primary sampling units (PSU) formed the first stage, selection of a dwelling structure was the second stage, selection of household was the third stage and selection of respondent was the fourth stage.*

12. What was the final number of clusters or sampling points?



No clusters

WRITE IN:

13. What was the sampled unit you got from office sampling?

Address  → ANSWER

Household  → ANSWER

Named individual **GO TO 17**  →

Other (PLEASE WRITE IN DETAILS BELOW)  → ANSWER

---

---

**IF NAMED INDIVIDUAL WAS NOT THE SAMPLED UNIT**

14. What selection method was used to identify a respondent?

PLEASE SPECIFY: *A Kish Grid was used.*

The household selection was made randomly in the targeted municipalities (mentioned on the daily work sheet of the interviewer). In each selected neighbourhood the interviewer randomly selected the households to cover.

---

---

15. Were there any quota-controls on the type of individual selected to take part in the survey (for example, age or sex controls)?

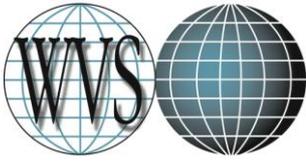
Yes  → ANSWER

No **GO TO 17**  →

**IF QUOTA CONTROLS**

16. In what way were quota controls used?

PLEASE WRITE IN: *Gender/Sex & Area Quotas were used to control fieldwork and provide nationally representative data.*



**EVERYONE PLEASE ANSWER**

17. Was substitution permitted at any stage of your selection process or during fieldwork?

Yes **ANSWER**

 →

No

**GO TO 19**

 →

**IF 'YES'**

18. In what way was substitution permitted?

*PLEASE WRITE IN:*

**EVERYONE PLEASE ANSWER**

19. Did you use any stratification factors when drawing your sample?

Yes

 → **ANSWER**

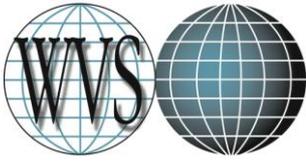
No **GO TO 21**

 →

**IF STRATIFICATION FACTORS USED**

20. What stratification factors were used, and at what stage(s) of selection?

*PLEASE WRITE IN: Gender & Area (Urban/Rural as well as provincial splits to mirror national demographic trends)*



**EVERYONE PLEASE ANSWER**

21. All in all, what are the known limitations of your realized sample?

For example: non-response rate; is there differential coverage of particular groups, either because of sample design or response differences?

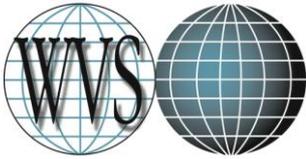
% response or % non-response: PLEASE WRITE IN: *None*

22. Please fill in the following details about your sample. If some categories do not apply, please complete to the highest level of detail possible and use the 'other' box to give more information.

|  |   |   |   |   |
|--|---|---|---|---|
| Total number of <u>starting</u> names/addresses                                | 1 | 4 | 1 | 9 |
| - addresses which could not be traced at all                                   |   |   |   | 0 |
| - addresses established as empty, demolished or containing no private dwelling |   |   |   | 0 |
| - selected respondent too sick/incapacitated to participate                    |   |   |   | 2 |
| - selected respondent away during survey period                                |   |   | 6 | 5 |
| - selected respondent had inadequate understanding of language of survey       |   |   |   | 0 |
| - no contact at selected address   |   |   |   | 0 |
| - no contact with selected person  |   |   |   | 0 |
| - refusal at selected address  |   | 1 | 1 | 1 |
| - proxy refusal (on behalf of selected respondent)                             |   |   |   | 4 |
| - personal refusal by selected respondent                                      |   |   | 2 | 4 |
| - other type of unproductive (please write in full details in the box below)   |   |   |   |   |
| - full productive interview  | 1 | 2 | 1 | 5 |
| - partial productive interview   |   |   | 1 | 3 |

**IF 'OTHER' CATEGORY USED**

23. Please specify



**SECTION 3: FIELDWORK**

24. If interviews were not face-to-face, please specify the way of interviewing:

25. The next group of questions are about interviewers.

If no interviewers were used at any point in the WVS survey, please go to Q26.

**IF INTERVIEWERS USED**

a. Were interviewers paid according to performance (for example, according to the number of interviews they obtained)?

Yes

No

b. Which, if any, of these rules governed how an interviewer approached an address/household?

*PLEASE TICK THOSE THAT APPLY*

Calls must be made at different times of day

Calls must be made on different days of week

Neither of the above

c. Were interviewers required to make a certain number of re-calls before they stopped approaching an address or household?

Minimum number of re-calls required - please write in number

No minimum re-call requirement

d. Were any interviews supervised?

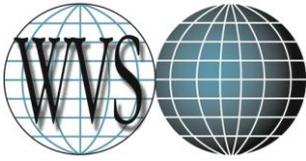
Yes - please write in approximate proportion   %

No

e. Were any interviews back-checked?

Yes - please write in approximate proportion   %

No



**EVERYONE PLEASE ANSWER**

26. Please write in the approximate start and end dates of fieldwork: **DD MM YY**

Start date 

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 1 | 1 | 0 | 2 | 2 | 0 |
|---|---|---|---|---|---|

End date 

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 2 | 3 | 0 | 3 | 2 | 0 |
|---|---|---|---|---|---|

27. Please write in the name of the institute which has done the fieldwork.

Kantar Nigeria (Trading as TNS RMS Nigeria Limited) Consumer Feedback Consultancy

**SECTION 4: DATA**

28. Were any measures of coding reliability employed?

Yes  **ANSWER**

No **GO TO 29**

28a. Which one? Please specify

29. Were the data from the questionnaire keyed subsequent to the interview (that is, non-CAPI surveys)?

Yes  **ANSWER**

No

**GO TO 31**

**IF DATA KEYED**

30. Was keying verified?

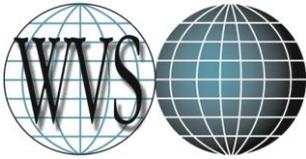
Yes - please write in approximate level of verification 

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

 %

No

**EVERYONE PLEASE ANSWER**



31. Were any reliability checks made on derived variables? Yes  No
32. Were data checked/edited to ensure that filter instructions were followed correctly? Yes  No
33. Were data checked/edited for logic or consistency? Yes  No
34. Were data checked/edited to ensure they fell within permitted coding ranges? Yes  No
35. Have you answered 'yes' on any or all of questions 32 to 34 above?  
 Yes  — **ANSWER**  
 No **GO TO 37**  —

**IF DATA CHECKED/EDITED**

36. Were errors corrected individually or automatically (through, for example, a 'forced' edit)?  
 Yes - individual correction   
 Yes - automatic correction   
 No - not corrected

**EVERYONE PLEASE ANSWER**

37. Did you add a weight variable? Yes  — **ANSWER**  
 No **GO TO 39**  —

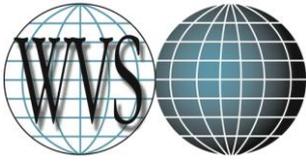
**IF WEIGHT VARIABLE ADDED**

38. Please describe the weighting or post-stratification strategy used.



The WORLD VALUES SURVEY ASSOCIATION

[www.worldvaluessurvey.org](http://www.worldvaluessurvey.org)



**SECTION 5: CHARACTERISTICS OF NATIONAL POPULATION**

39. Each member is asked to provide information on known characteristics of its national population, from census or the best available estimates from government surveys or other high-quality data-sources:

- sex distribution of the population
- age distribution of the population
- education (years of schooling) of the population
- other characteristics (PLEASE SPECIFY)

Please specify also the sources which have been used. Please note that the number of characteristics is what is minimal required. You can add as many characteristics as you like, but do not forget to specify them.

In the table below please present the information from census or from other government surveys or other high-quality data (column SOURCE 1) and the proportions obtained in your data, before and after weighting

|  | Source: Zimbabwe National Census Report 2012 (Zimstats) | Unweighted data | Weighted data |
|--|---|-----------------|---------------|
| <b>Gender</b>                                  |   |                 |               |
| Female   | 51.9%   | 50.6%           |               |
| Male   | 48.1%   | 49.4%           |               |
| <b>Age Groups</b>                              |   |                 |               |
| 18 - 29 years                                  | 28.7 %  | 35.1%           |               |
| 30 - 39 years                                  | 12.6%   | 22.6%           |               |
| 40 - 49 years                                  | 6.7 %   | 16.7%           |               |
| 50 - 59 years                                  | 4.9 %   | 11%             |               |
| 60 years & +                                   | 6.0%  | 14.2%           |               |
|  |   | 0.3%            |               |
| <b>Years/Schooling Groups</b>                  |   |                 |               |
| No Education                                   | 23.5 %  | 4.9%            |               |
| Primary/secondary school                       | 71.3 %  | 80%             |               |
| Incomplete/Complete university-level education | 5.2%  | 14.9%           |               |
|  |   | 0.2%            |               |
| <b>Other characteristics</b><br>Please specify |   |                 |               |
| Urban  | 32.8%   | 32.5            |               |
| Rural  | 67.2%   | 67.5            |               |
|  |   |                 |               |