

BBC Media Action – Kenya Governance Survey Research Methodology

What were the aims of the surveys?

The surveys were carried out to provide monitoring and evaluation data on the reach and impact of BBC Media Action’s programmes. Beyond this, they aimed to assess the situation in the country in relation to key governance outcomes and the role of the media, answering key questions such as:-

- How much political knowledge do individuals have, to what extent do they feel confident to get involved in politics (political efficacy), how much do they discuss politics and participate in public life?
- To what extent do individuals feel empowered in relation to the right to require an account?
- What are people’s perceptions of government responsiveness?
- What are the key governance issues on a local and national level?
- What is the perceived role of media in holding government to account relative to other institutions?
- To what extent is media relied on as a primary source of information and a key input to decision-making for voters?

How many interviews were conducted?

In this country, a total of 9,017 interviews were conducted between 2012 and 2015; multiple phases of data collection took place to track progress over the course of the Global Grant.

Country	Phase	Dates	Sample size	Representation
Kenya	Baseline	Aug 2012	3008	National adult (15+) population
Kenya	Midline	July 2013	3006	National adult (15+) population
Kenya	Endline	Jan-Feb 2015	3003	National adult (15+) population

Sampling and Data collection

The sample was stratified across the major geographical divisions of the country (by province/region/state). Within these geographical divisions a probability proportional to size multistage cluster sample was employed. At all stages, the selection of clusters was random and self-weighting. The sampling frame was constructed using the most recent census data available for this country. Within Enumeration Areas, predefined random starting points were used to begin household selection. Random walk was applied with a fixed household interval. Within households a KISH grid was used to select respondents.

Data collection was carried out using face-to-face interviews and recorded using either paper and pen, or Computer-Assisted Personal Interviewing (CAPI).

Post data collection, the samples were compared to the latest census data and weights applied where necessary to correct for any imbalances in region/state, gender, age and location (urban vs rural).

Country	B/M/E	Dates	Sample size	Sampling approach and data collection	Representation	Weighting
Kenya	Baseline	August 2012	3008	The survey used a quantitative approach and deployed the use of multistage sampling design with populations proportionate to sample size. Respondent selection at the household level was done through the Kish grid.	Nationally representative 15+?	Corrected for imbalances in age and gender
Kenya	Midline	July 2013	3006	The sample was stratified by all of the countries eight provinces. Within these provinces a multi-stage cluster sample (stage 1: division, stage 2: sub-location) was employed. At both levels, the selection of clusters was random and self-weighting. The sampling frame was constructed from the 2009 Kenya census. Within sub locations random walk was used to select households. In addition to stratification by provinces, random selection was facilitated by population density and location type (rural/ urban) strata.	Nationally representative 15+	Following data collection demographic characteristics were compared to the 2009 census and weighting was used to correct for any significant imbalances in the sample.
Kenya	Endline	Jan-Feb 2015	3003	The sampling frame was based on the Kenya Population and Housing Census 2009 data estimates. A multistage probability proportionate to size sampling approach was taken with three stages (stage 1: counties, stage 2: location and stage 3: sub-	Nationally representative 15+	Following data collection, demographic characteristics were compared with the Kenya population estimates of the 2009 census and weighting was employed to adjust for imbalances in gender and age.

				<p>location). The sample was stratified by province, urban/rural location and population density. Households were selected using pre-determined starting points and following the left hand rule. The first household was selected using the date method; for example, if fieldwork started on the 16 March, the seventh household from the starting point would be the first one to be interviewed. Subsequently, every fifth household was selected. The respondents were selected by use of the Kish grid whereby the interviewers listed all the occupants of the household aged 15 years and above. The interviewers then used the last digit of the serial number on the questionnaire to select the respondent to be interviewed. Refugees and non-members of the household were excluded from the sample.</p>		
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Glossary of Terms

Stratification: Stratification consists of dividing the population into subsets (called strata) based on demographic characteristics, within each of which a random sample is selected. This can happen at various stages, for instance when selecting geographic areas (on the basis of whether they are in an urban or rural location) or when selecting individuals (based on their gender or age). Stratification ensures a sample is representative of the national population based on proportions of different demographic characteristics according to the census data.

Probability proportional to size: A method of sampling that ensures that the probability of an area being chosen to be included in the sample is proportional to the size of the population in that area (e.g. an area with 20,000 inhabitants is twice as likely to be chosen as an area with 10,000 inhabitants). This method is usually applied at multiple geographic levels – e.g. to select regions of a country and then to select divisions within those regions, and is therefore referred to as “multi-stage”.

Self-weighting: A sample which is self-weighted means that every individual in the population has an equal chance of being selected. Probability proportional to size sampling is one method which ensures this.

Enumeration area: Small distinct geographical areas. The smallest unit of sampling above the household level; often defined for the purposes of census data collection as the area to be covered by one enumerator (an individual conducting interviews).

Random walk: Starting points are selected in each enumeration area, and the interviewers walk in a random direction and interview households at a set interval (i.e. every 6th or 10th household). The interval may be predefined based on the size of the area, or may be chosen randomly using, for instance, the date method which involves summing the digits in the date (e.g. if the interview is carried out on the 12th of the month, $1 + 2 = 3$, so an interval of 3 would be used).

KISH grid: A method used to randomly select the individual in the household to be interviewed. It involves listing all those aged above 15 living in the household in order of age, and then a grid of numbers is used (sometimes randomly, or by using the last digit in the questionnaire number to decide which section of the grid to refer to) to randomly select the individual to be interviewed.