

BBC Media Action – Nigeria 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 peoples’ 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 11,654 interviews were conducted between 2013 and 2016; multiple phases of data collection took place to track progress over the course of the Global Grant.

Country	Phase	Dates	Sample size	Representation
Nigeria	Midline 1	Feb-Mar 2013	3214	Adult (15+) population of 6 focal states
Nigeria	Midline 2	Dec 2014	4240	Adult (15+) population of 6 focal states
Nigeria	Endline	May 2016	4200	Adult (15+) population of 6 focal states

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
Nigeria	BASELINE – Midline 1	Mid-Feb- Mid-March 2013	3214	Within these states a multi-stage cluster sample (stage 1 locality, stage 2 enumeration areas) was employed. At both levels selection of clusters was random and self-weighting. The sampling frame was constructed from the 2006 Nigeria census. Within Enumeration Areas random walk was used to select households. In addition to stratification by provinces, random selection was facilitated by location type (rural/ urban) and gender strata.	6 focal states, 15+	Following data collection demographic characteristics were compared to the 2006 census and weighting was used to correct for any significant imbalances in the sample.
Nigeria	Midline – Midline 2	Dec 2014	4240	The sample was stratified across the six focal states and urban or rural location. Within these states a probability proportionate to size multistage cluster sample (stage 1 locality, stage 2 enumeration areas) was employed. At both levels, the selection of clusters was random and self-weighting. The sampling frame was constructed from the 2006 Nigeria census. Within Enumeration Areas, predefined random starting points were used to begin household selection. The first household was selected using a date	6 focal states, 15+	Following data collection demographic characteristics were compared with the 2006 census for the six states surveyed, and weighting was used to correct for any significant imbalances in the sample by gender, age and location

				<p>methodology: if fieldwork commenced on the 12th of the month, then the 3rd household from the starting point would be the first to be interviewed. Random walk was applied with a fixed household interval, based on the size of the enumeration area. A KISH grid was used to select respondents and included a gender strata.</p>		
Nigeria	Endline	May 2016	4200	<p>The total sample of 4,200 respondents was stratified across the six focal states and urban or rural location. Within these states a probability proportionate to size multistage cluster sample (stage 1 locality, stage 2 enumeration areas) was employed. At both levels, the selection of clusters was random and self-weighting. The sampling frame was constructed from the 2006 Nigeria census. Within enumeration areas, pre-defined random starting points were used to begin household selection. The first household was selected using a date methodology: if fieldwork commenced on the twelfth of the month, then the third household from the starting</p>	Representative of 15+ population in 6 focal states	Following data collection, demographic characteristics were compared with the 2006 census for the six states surveyed, and weighting was used to correct for any significant imbalances in the sample by gender, age and location.

				point would be the first to be interviewed. Random walk was applied with a fixed household interval, based on the size of the enumeration area. A Kish grid was used to select respondents and included gender strata.		
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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.