

SURVEY ON POLITICAL INFORMATION AND ATTITUDES
County of Bbale (District of Kayunga) & Makindye Division (District of Kampala), Uganda

SAMPLING PROCEDURES

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The survey was conducted over a nine-day period in mid-January, 2008, by nine research assistants.¹ Participants were selected via multistage, area probability (“cluster”) sampling. I selected these procedures based on the goals of the research, available resources, and obtainable information about the population of the study areas.

Site Selection. The project was conducted in two geographic areas. My general expectation was that Africans’ electoral responses to different informational contexts and their priorities in information collection would vary considerably between individuals, and that these variations would be correlated with factors such as place of residence, sex, mass media environment, and education level. Therefore, it was important that the sample of participants include Ugandans representing a range of levels of these variables. In order to maximize the likelihood of such a sample—particularly in regards to ensuring that individuals with both very high and very low levels of exposure to mass media and formal education were represented—research was conducted in one urban site and at one rural site. I selected two administrative units that were one level below the district—a division in Kampala, and a county in the rest of the country—for the project.

First, Makindye Division in Kampala District was chosen through consultation with the research staff, and using data on standard of living and educational levels from the 2002 Census. We wanted to select a division that had a population roughly similar on these counts to other urban areas in Kampala. Next, the rural county of Bbaale, in the District of Kayunga, was chosen at random from the 163 counties listed in the 2002 Census, after a number of counties were excluded because of an inability to fit the following criteria: 1) assurance of physical security to researchers and participants (thereby excluding counties in several districts along the northern border with the Sudan, the western border with the DR Congo,² and the Karamoja sub-region along the border with Kenya); and 2) non-existence of significantly large populations of refugees, the internally displaced, and persons facing severe and dangerous levels of economic marginalization, who could be categorized as “vulnerable.” This list of eligible counties was further winnowed by excluding those in which the percentage of people who are literate, rely mostly on the radio for information, and have a roof made of iron sheeting was not within one standard deviation of the national average.

¹ These assistants were Susan Barongo, Julie Kakeeto, Primrose Kirose, John Kiwanuka, Georgina Mugerwa, Harriet Nambi, Margaret Namukasa, Angela Nansubuga, and Amina Semakula. Sylvester Mubiru was the project facilitator, while Ms. Nambi and Ms. Semakula acted as team leaders.

² An additional factor at the time was an Ebola outbreak that hit several districts in the far west of the country.

(These data drawn from the 2002 Census.) These last criteria were put in place to minimize the likelihood that the selected area was an extreme outlier, and thereby not very similar socioeconomically to other areas of rural Uganda. Finally, municipal areas were not eligible for selection, since my goal was to have the second research site be in a rural zone. After these eliminations, 56 counties remained, from which Bbaale County was chosen using a random-number generator.

Finally, from each of these two selected areas—Bbaale County and Makindye Division—nine enumeration areas (EAs) were chosen. (One of these EAs in each was randomly selected for the purposes of pilots.) EAs were delineated by the Uganda Bureau of Statistics for use in the 2002 Census, and I obtained maps of these areas from DataGrid Africa. From a list of all EAs in each area, “interval sampling,” which selects units proportionate to their population size (Dorofeev and Grant 2006: 27-8), was used to select nine in each. There are 797 EAs in Makindye, and 197 in Bbaale. The average EA had 380.3 people in Makindye and 554.1 in Bbaale.

Participant Selection. Each survey team consisted of 3-5 members, and 2-3 teams visited a different EA each day. Members stood at a site at a pre-selected position in the EA and proceeded to walk, separately, in different directions. Households were selected via a walk pattern, in which enumerators selected every fifth domicile on their right to attempt an interview.³ (In the event that a household visit failed, the enumerator visited every subsequent household until a successful interaction was completed.) Upon selecting a household, the enumerator, with the assistance of a resident there, made a list of all eligible participants who were currently at the site. (Participants were required to be citizens of Uganda and at least eighteen years of age.) The enumerator then randomly selected an individual from that list to interview.

Surveys were administered either in English or Luganda, depending on the respondent’s comfort level with those languages. After completion of the survey, participants were compensated with 5,000 Ugandan shillings, or just under \$3 US, for their time. Of those eligible individuals randomly selected for participation, 87.9% consented and completed the entire survey.

³ In urban Makindye, enumerators followed a slightly different procedure if they encountered a block of flats. In such a case, they were to proceed to the top floor, and count every fifth flat in a hallway. They followed this procedure, descending the block by skipping every alternate floor, until they had exhausted all the flats in the block.