

Customer Perceptions and Needs

Tracking research 2004

C0993

Technical Report

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“Statement of Professional Commitment”

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Needs Assessment

Background This document outlines the third phase of a tracking survey for the City of Cape Town's Water Services to investigate customer needs and perceptions relating to water services. As in the 2002 and 2003 surveys, questions were asked about satisfaction with the levels of service delivery.

Some of the changes implemented to the design for the 2003 measurement were repeated in the 2004 measure, for example:

- a tailor-made survey, done amongst residents in Informal areas (these defined as areas where people have settled without prior planning and without formal services available to them)

Research Objectives

The primary research objectives for 2004 were to investigate and track:

Customer needs and perceptions relating to water services

The questionnaire used for the 2003 survey, was used as basis for the 2004 research. In particular the following were covered:

- ≡ Perception of services received (drinking water, sewer drainage system)
- ≡ Evaluation of services rendered when reporting problems or enquiring about water services
- ≡ Informal specifically – access to and quality of services currently received / alternatives used
- ≡ Awareness of environmental initiatives, including water conservation initiatives
- ≡ Issues relating to payment and billing procedures for services
- ≡ Importance rating and evaluation of services supplied
- ≡ Demographics of the market

Research Design

Fieldwork	<p>Personal at-home interviews were done in the preferred language of the respondent. The interviews were conducted using a semi-structured questionnaire on a CAPI (Computer Assisted Personal Interview) machine. Interviewing aids used are provided in the Appendix. For the survey done amongst residents in the very Informal areas, PAPI (Pen and Paper Interviews) were done. Fieldwork was conducted from 26 May to 18 June 2004 by trained, experienced ACNielsen interviewers working under the direction of field supervisors. Back checks were done on at least 20% of the interviews in order to validate the results.</p>
Coverage	<p>The survey covered adults, aged 16 years and over in the City of Cape Town. In each household, the male or female head of the household was interviewed.</p>
Sample	<p>Residents: was defined by enumerator areas (EA) specified to be included in this survey. The EA's were areas visited during the 1996 Census and is the smallest area for which census data is available. The EA's included in this survey, are stratified according to the following 5 household types:</p> <ul style="list-style-type: none"> - Informal settlements (less than R10 000 h/h income) - Public (R10 001 – R20 000) - Low income, private (R20 001 – R30 000) - Low middle (R30 001 – R60 000) - High middle (R60 001)+ <p>Within each selected EA, the following method was used to sample 400 households, approximately 80 in each household type.</p> <p><u>EA's with informal housing</u></p> <p>No road information is available in informal areas. Field workers were given a map of the EA, a random starting point (n) and random direction. The fieldworker then approached the EA from a specified direction and selected every nth household. Substitution was obtained on the same side of the road by skipping the next-door-neighbour.</p> <p><u>EA's with formal structure</u></p> <p>Street names are available for these EA's. Streets were selected randomly, the probability of selection being proportional to the number of street blocks. The specific street block was supplied to the fieldworker, with a randomly chosen starting point, direction and side of the road. Substitution was obtained on the same side of the road, by skipping the next-door-neighbour.</p> <p>Informal: A sample of 100 residents, was drawn from 25 of the largest informal areas identified, from aerial photographs supplied.</p> <p>Business: is based on land use. Client supplied a list of users – business/commercial, and industrial. The sample was divided proportionately amongst these two groups and respondents were then selected on an equi-interval basis from each list after choosing a random starting point. If the respondent at the selected business was not available or refused to be interviewed, the name immediately above and thereafter the name immediately below was chosen.</p>

Research Design (Continued)

Coding The efficient and comprehensive cleaning of data is a critical aspect of any research operation, and ACNielsen works to extremely high standards to achieve this. Coding frames were established for open-ended questions (where necessary). All open-ended questions on each questionnaire were coded electronically. Experienced research staff conducted both the coding and editing.

Analysis of results

Residents:

The results have been post weighted to the universe of listed EA's supplied.

The weighting cells used were: Housing Type and Language

The analysis has been done in total and by the following breakdowns:

- ≡ Housing Type: High Middle; Low Middle; Low Income Private; Public Housing; Informal
- ≡ Language: Afrikaans/Both; Eng/Other; Xhosa/Other
- ≡ Gender: Female; Male
- ≡ Household Income: Up to R599; R600 – R3999; R4000 – R11999; R12000+
- ≡ Dealings with municipality
- ≡ Advertising Exposure: Nil, Low/Medium, High

Informal:

The analysis has been done in total and by the following breakdowns:

- ≡ Advertising Exposure: Nil, Low/Medium, High

Business:

The analysis has been done in total.

Results are shown in the set of Technical Computer Tables attached.

Details of the sample are shown at the end of the Technical Computer Tables section.

Table Layout

In reading the tables, the following should be noted:

The "NUMBER OF INFORMANTS" refers to the actual number of people interviewed in each category.

In most cases the base row at the top of each table will be "BASE: ALL INFORMANTS" indicating that percentages have been calculated on the entire sample. Where percentages have been calculated on a sub-sample only, the base row will describe this sub-sample.

Care must be taken when working with bases of less than 50 people.

Research Design (Continued)

Margin of error

The results of a survey where probability sampling is used can be evaluated within known statistical limits of error.

A sample survey deals with a microcosm of the total population and from the results it is impossible to discover the exact proportion of people who act in a certain way. However, by determining the standard error of the sample, it is possible to say, with a pre-determined degree of accuracy, that the true proportion falls within certain limits. For example, if 600 randomly selected people are interviewed and 35% of them claim to use a certain product, then the probable margin of error would be plus or minus 4% of this figure. In other words the true figure would lie somewhere between 31% (35% - 4%) and 39% (35% + 4%) in 95 cases out of 100.

The table below gives the percentages which have to be added to and subtracted from a survey finding for the sample sizes given, to establish the range within which the true proportion of the population will fall in 95 cases out of every 100. The margin of error is dependent on the size of the sample and the level of response.

TABLE OF MARGIN OF ERROR AT THE 95% CONFIDENCE LEVEL

RESPONSE RATE	95% or 5%	90% or 10%	85% or 15%	80% or 20%	75% or 25%	70% or 30%	65% or 35%	60% or 40%	55% or 45%	50% or 50%
SAMPLE SIZE	%	%	%	%	%	%	%	%	%	%
50	6.2	8.5	10.1	11.3	12.2	13.0	13.5	13.9	14.1	14.1
100	4.4	6.0	7.1	8.0	8.7	9.2	9.5	9.8	9.9	10.0
150	3.6	4.9	5.8	6.5	7.1	7.5	7.8	8.0	8.1	8.2
200	3.1	4.2	5.1	5.7	6.1	6.5	6.7	6.9	7.0	7.1
300	2.5	3.5	4.1	4.6	5.0	5.3	5.5	5.7	5.7	5.8
400	2.2	3.0	3.6	4.0	4.3	4.6	4.8	4.9	5.0	5.0
500	2.0	2.6	3.2	3.6	3.8	4.0	4.2	4.4	4.4	4.4
600	1.7	2.4	3.0	3.2	3.6	3.8	4.0	4.0	4.0	4.0
800	1.6	2.2	2.6	2.8	3.0	3.2	3.4	3.4	3.6	3.6
1 000	1.4	1.8	2.2	2.6	2.8	2.8	3.0	3.0	3.2	3.2
1 200	1.3	1.7	2.1	2.3	2.5	2.6	2.7	2.8	2.9	2.9
1 500	1.1	1.5	1.8	2.1	2.2	2.4	2.5	2.5	2.6	2.6
1 800	1.0	1.4	1.7	1.9	2.0	2.1	2.2	2.3	2.3	2.4
2 000	1.0	1.4	1.6	1.8	2.0	2.0	2.2	2.2	2.2	2.2
2 500	0.8	1.2	1.4	1.4	1.8	1.8	1.8	2.0	2.0	2.0