

DATA COLLECTION FOR DOMESTIC SURVEY



RESEARCH OBJECTIVES

The Domestic Survey is conducted among South Africans to track the performance of the industry, with the key objective of capturing information on the following critical areas:



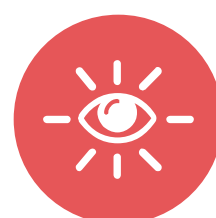
Purpose of visit



Length of stay



Expenditure patterns

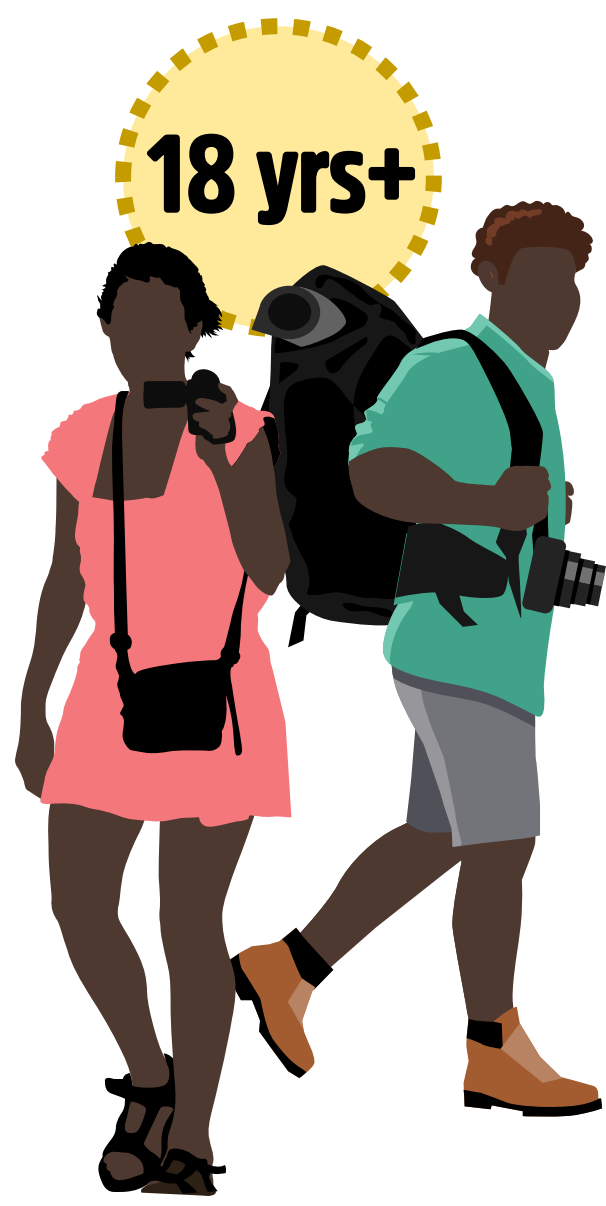


Impressions of South Africa



Satisfaction

DEFINITION OF A TRAVELLER AND TRAVEL INCIDENCE



18 yrs+

Traveller

An adult (18+ years) who has travelled (i.e. trip has ended) between the first and last day of the month prior to the interview being conducted.

A trip is defined as

1

A trip that lasted at least 1 night but not more than 365 nights.

2

Not for relocation purposes.

3

Is not the same place that you visit more than once a week, unless for holidays or visiting friends and relatives.

4

Does not deliver goods and/or services and not paid for it.

Travel Incidence

This is the percent occurrence of a trip that qualifies as a domestic trip, as having been made by a traveller

DATA COLLECTION METHOD

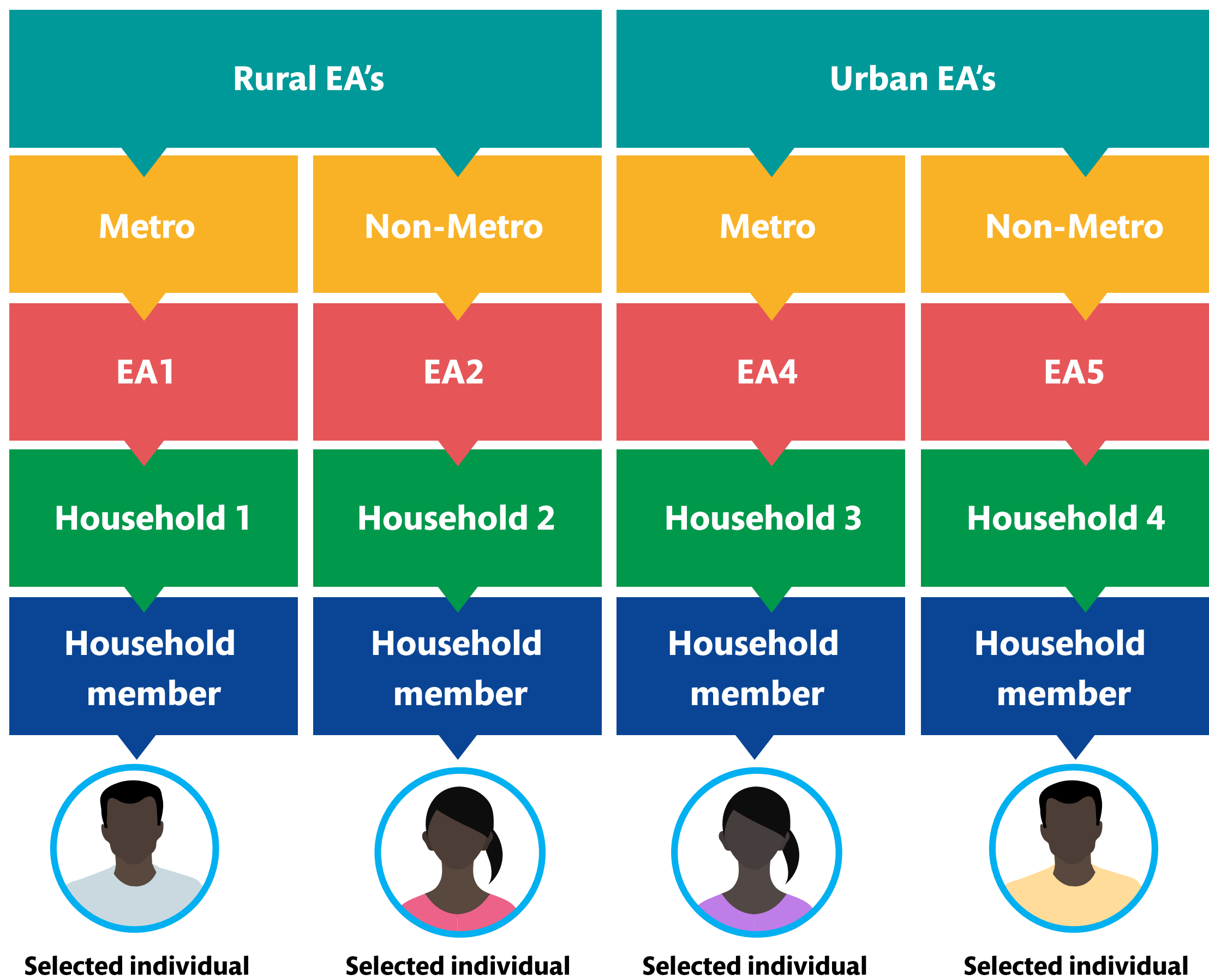
T.A.P.I



SAMPLING METHODOLOGY

The stratification is based on the number of households per strata (province, rural/urban, metro/non-metro).

ALL EA's PER PROVINCE



SAMPLE SIZE

1,300 per month

All Enumeration Areas (EA) will be stratified according to **province and urban/rural**.

The EAs will be stratified according to **Metro/Non Metro**.

A

EAs will be selected on **probability proportional size (PPS)**

B

Selection of about **8 households** per EA using interval based on household count.

C

Listing of **all household members** (aged 18 years and older)

Selection of one individual per selected household using the **Kish Grid**.

A EA SELECTION

1. In a multi-stage stratified sample design with province, area and metro/non-metro as the explicit stratification variables, the first level PSU (that is the EAs) will be selected with probability proportional to size (PPS) with the 2011 census data number of households as a measure of size. Therefore the probability of selecting the EAs is given by:

$$P_{PSU} = n_{PSU} * \left[\frac{PSU_{HH}}{POP_{HH}} \right]$$

Where n_{PSU} is the number of PSUs/EAs in the stratum; PSU_{HH} is the number of households in the selected PSU; and POP_{HH} is the number of households in the selected stratum.

B HOUSEHOLD SELECTION AND SUBSTITUTION

1. **Probability of Household selection:** Six households will be selected in each PSU for rural and eight households for urban areas since rural is spatially populated. Probability of selection is the same for each household within an EA and is calculated as follows:

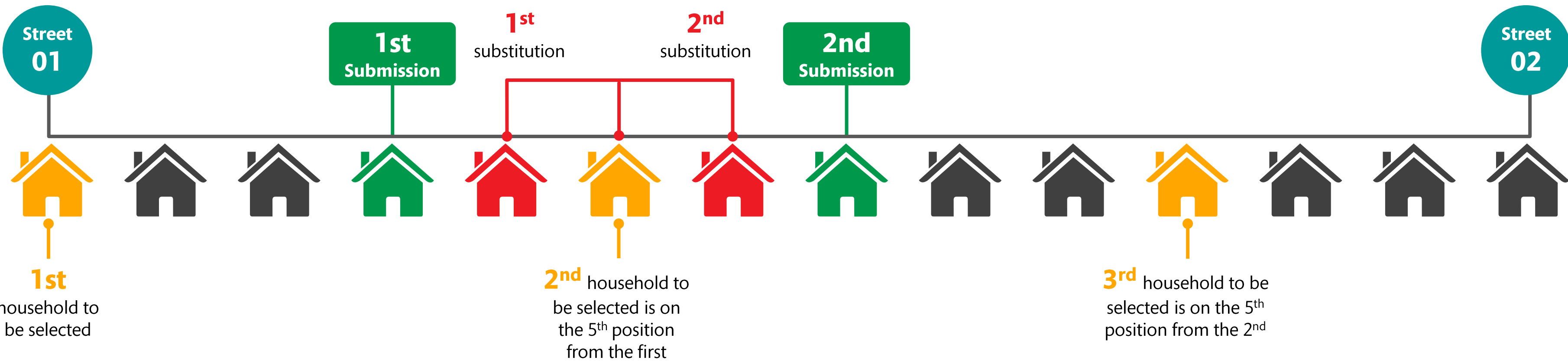
$$P_{HH} = P_{PSU} * \left[\frac{n_{HH}}{PSU_{HH}} \right]$$

• Where $n_{HH} = 6$ and PSU_{HH} is the number of households in the PSU.

• In the final stage, the probability of selecting a person will be $P_{pp} = \left[\frac{P_{HH}}{n_{(18+)}} \right]$ where $n_{(18+)}$ is the number of persons aged 18 years and older in the selected household.

2. **Process of Household Selection and Substitution:** Households will be selected using systematic random sampling.

- A systematic sample is obtained by randomly selecting one element from the first k elements in the frame and every kth element thereafter.
- The kth value (interval) for each EA will be determined by the number of households in each EA. The number of households in each EA will be divided by 8 to get the interval. No listing will be done as the sampling frame already contains the number of households.



C RESPONDENT SELECTION

Once the household has been selected, the qualifying person to interview in that household will be determined using the Kish Grid

List

List the name and age of each household member (those who sleep in the house at least four time each week) in ascending order by age

Record

Record total number of eligible household members

Select

Select the respondent by picking the cell in the Kish Grid corresponding to the last digit of the questionnaire number and the total number of eligible households

Kish Grid

KISH GRID									
LOOK UP THE FINAL DIGIT OF THE QUESTIONNAIRE NUMBER IN THE COLUMN AND THE NUMBER OF ELIGIBLE PEOPLE IN THE HOUSEHOLD IN THE ROW. THE NUMBER IN THE CELL WHERE THE COLUMN AND ROW MEET IS THE PERSON TO INTERVIEW, E.G. IF THERE ARE 3 PEOPLE IN THE HOUSEHOLD AGED 18 YEARS OR OLDER AND THE LAST DIGIT OF THE QUESTIONNAIRE IS 10, INTERVIEW THE 3 RD PERSON ON THE LIST (E.G. THE 3 RD PERSON).									
Last digit of questionnaire	1	2	3	4	5	6	7	8	9
0	1	1	1	1	2	4	4	2	5
1	1	2	2	3	3	6	6	3	6
2	1	1	1	4	1	6	4	2	7
3	1	2	1	1	2	1	5	1	8
4	1	1	2	2	3	2	6	1	3
5	1	2	3	3	4	2	7	2	4
6	1	1	1	4	5	4	1	3	5
7	1	2	1	1	1	5	2	4	6
8	1	1	3	2	2	6	3	5	7
9	1	2	1	3	3	1	4	6	8