

# AmericasBarometer 2018/19: Jamaica

## Technical Information

Country	Year	Sample Size	Weighted/Unweighted	Fieldwork dates
Jamaica	2019	1,513	Self-Weighted	February 8 <sup>th</sup> -April 12 <sup>th</sup> , 2019

### LAPOP's

correlation while taking advantage of economies of fieldwork that simple random selection of interviews within the entire PSU would not make possible.

The remaining pages of this technical note describe the sample design of the 2018/19 AmericasBarometer survey in Jamaica.

## **2018/19 AmericasBarometer: Jamaica**

This survey was carried out between February 8<sup>th</sup> and April 12<sup>th</sup>, 2019 as part of LAPOP AmericasBarometer. It is a follow on to the Jamaica surveys of 2004, 2006, 2008, 2010, 2012, 2014 and 2017. The 2019

No substitutions of sampling units were requested or done during fieldwork in 2018/19 AmericasBarometer survey in Jamaica.<sup>3</sup>

Figure 1: Sample Stratification in Jamaica

Table 1: Sample sizes by Strata and Municipality Size in the 2018/19 AmericasBarometer Survey in Jamaica

Strata	Sample Size by Design	Number of Interviews (Unweighted)
Kingston Metropolitan Area	528	541
Surrey	150	152
Middlesex	486	485
Cornwall	336	335
Total	1,500	1,513
Size of Municipality		
More than 100,000 inhabitants	714	726
Between 25,000 and 100,000 inhabitants	546	542
Less than 25,000	240	245
Total	1,500	1,513

The sample consists of 58 primary sampling units and 250 final sampling units across all the departments in Jamaica. A total of 907 respondents were surveyed in urban areas and 606 in rural

<sup>3</sup> King, M. (2019). "The AmericasBarometer Survey in Jamaica: A Summary of the Survey Design and Results." See King, M. (2019). "The AmericasBarometer Survey in Jamaica: A Summary of the Survey Design and Results." Available at <https://www.pewresearch.org/2019/08/01/americasbarometer-jamaica/>. Available at A. Seligson (August 2019). Available at

areas. The estimated margin of error for the survey is  $\pm 2.5$ . Margin of sampling errors are not adjusted for weights. Table 1 shows the sample size in each of the regions (primary stratum) and by municipality size.

g " t " ~ i ~ i i a ~ l a ~ l i a ~ i ~ l ~ i ~ i ~ a l ~ l ~ l i ~ a distribution of age and gender similar to that of the national census or electoral registration lists. Frequency matching avoids the extremely costly effort involved in making multiple callbacks to each missed unit within each PSU in an effort to obtain a balanced sample. In national, face-to-face interviewing, multiple callbacks are often impractical from a cost standpoint. Our experience reveals that even three callbacks leave the sample with a notable gender imbalance (more women than men, since women are more likely to be at home than men). Rather than having to include post-hoc weights to adjust for this sample error, which can be large, we resolve the problem in the field via using a distribution of interviews among gender and ages that reflects the structure of the population.<sup>4</sup>

A single respondent was selected in each household, following the frequency matching distribution programmed into the sample design, by gender and age as mentioned above. Respondents are limited to household members who reside permanently in that household (thus excluding visiting relatives), who fit the age and residency requirements (limited to adult citizens and permanent residents). If two or more people of the same sex and age group were present in the household at the moment of the visit of our interviewer, the questionnaire was applied to the person who most recently celebrated a birthday (i.e., the l a e l ~ i ~ e i ~ l e i i a a l .

Participation in the AmericasBarometer survey is anonymous and voluntary.<sup>5</sup> Eligible respondents agree to participate in the survey





# Annex 1: Quality Control Report

## Introduction

Producing high quality survey data is a core mission at the Latin American Public Opinion Project (LAPOP). The LAPOP research team implements and constantly updates a set of rigorous fieldwork protocols that both office personnel and fieldwork operators are required to follow closely. These include state-of-the-art sampling techniques; iterative pre-testing; interviewer, supervisor and quality control officer training; and standardized methods of data processing and analysis. They further include a sophisticated fieldwork monitoring system FALCON © (Fieldwork Algorithm for LAPOP Control over survey Operations and Norms) includes, but is not limited to, data fabrication and falsification audits, a geo-fencing system, a reading control check, an interviewer identity monitoring check, and timestamp checks. FALCON works with SurveyToGo (STG) software that is customized for LAPOP fieldwork. FALCON enables quality control teams at LAPOP and in the survey firms to assess the quality of interviews while fieldwork is in progress, and to provide feedback to interviewers throughout fieldwork.

During fieldwork, the system automatically flags interviews in which enumerators appear to be







The interviewer changes words from the study information sheet <sup>30</sup>
The interviewer changes the expected duration in the information sheet <sup>31</sup>
The interviewer is overly pushy with respect to continuing with the interview, in response to an individual expressing reservations about participating <sup>32</sup>
The interviewer reads 1, 2, or 3 (or more) questions incompletely/incorrectly <sup>33</sup>
The interviewer reads 1, 2, or 3 (or more) too quickly/unintelligibly <sup>34</sup>
The interviewer interprets a question meaning 1, 2, or 3 (or more) times <sup>35</sup>
The interviewer skips 1, 2, or 3 (or more) questions without reading, or the interviewer does not give the interviewee time to respond <sup>36</sup>

## Problems reported during the quality control process

Our efforts to identify the different types of errors that occur during interviews allow insight into the prevalence of serious errors like those consistent with fabrication. We are pleased to report that such errors account for a very small portion of all errors in our interviews. The vast majority of errors, such as misreading questions, are consistent with sloppy or forgetful interviewing, not with data fabrication.<sup>37</sup>

Problems found during the quality control process	% of total interviews (approved and canceled)
Abandoned interviews	0.3%
Interviews conducted in public places	0.6%
Change of interview duration on the consent information sheet	2%
Interpretation of questions	0.3%
Partial reading of the consent information sheet	14.4%
Skips of questions	0.3%
Interviews flagged for questions time by the automatic quality control system <sup>38</sup>	18.9%
Poor reading of multiple questions <sup>39</sup>	53.2%

<sup>30</sup> This point refers to interviewers changing the information sheet at the beginning of the interview.

<sup>31</sup> This point refers to interviewers changing the anticipated duration of the interview on the information sheet at the beginning of the interview.

<sup>32</sup> This point refers to interviewers who continue an interview even though the respondent definitively rejected his/her participation on the consent information sheet.

<sup>33</sup> This point refers to interviewers reading incorrectly and incompletely at least one question of the questionnaire.

<sup>34</sup> This point refers to interviewers reading too fast, on at least one question of the questionnaire.

<sup>35</sup> This point refers to interviewers asking the same question multiple times or asking a question and then re-asking it before the respondent has responded to it.

## Key performance indicators:

Key performance indicators are STG measures that help us track fieldwork progress and analyze the quality of data collected. These include measures such as interview duration, GPS information, and geofencing data.

Interview average duration (minutes)	% of approved interviews	% of canceled interviews	% of total interviews (approved and canceled)
<25	0.24%	14.04%	0.7%
25 - 45	47.32%	50.88%	47.45%
45 - 60	33.18%	12.28%	32.42%
60+	19.3%	22.81%	19.43%

GPS information available on interviews	% of approved interviews	% of canceled interviews	% of total interviews (approved and canceled)
No	19.96%	24.56%	20.13%
Yes	80.04%	75.44%	