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**The Razumkov Centre for Economic and Political Research**

**TECHNICAL REPORT**

**based on results of the field studies titled**

**“Research into Ukrainian readership habits”**

1. ABSTRACT

The field work of the research was carried by the Razumkov Centre for Economic and Political Research between 26 October and 1 November 2018. The main stages included adaptating the questionnaire and the corresponding materials received from the client, conducting the field work (interviews with respondents), checking the interviewers’ work, coding the information and entering it into the IT system, and logical control of.

Sample of the research was random on each stage, except the last one, for which respondents were chosen by a selection rate and that is represented for the adult audience of Ukraine. The survey was carried out in all the oblasts of Ukraine, Crimea, Sevastopol, and Kyiv, 108 interviewers took part in the survey process.

As a result of the field studies, questionnaires from 2013 respondents were collected. Qualified specialists carried out the coding of the questionnaires. While coding the control of correct completion of the questionnaires was also ensured. A comparison of demographic distribution and statistical data for evaluation of representativeness shows a maximum difference of 1.7%.

**2. PURPOSE OF THE STUDY**

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The purpose of the research was to study the readership habits of Ukraine.

**3. PREPARATION OF THE QUESTIONNAIRES**

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An initial version of the questionnaire was provided by the client, and then worked on further. After that work the final version of the questionnaire was created (in the Russian and Ukrainian languages).

**4. SAMPLE**

***4.1 Description of the structure and realization of the sample***

The population of the survey consists of persons aged from 15 to 59 who permanently live on the Ukrainian territories that are controlled by the government of Ukraine, do not perform military service and are not imprisoned or hospitalised. The sample was built in such a manner that all members of the population had the same statistical probability of being part of it.

The survey sample was built to be stratified and multi-stage, random on the initial selection stage, but with a selection rate of respondents for the final stage.

The first stage included choosing locations for the survey, the second choosing the streets for the routes and the third choosing the households and respondents.

Locations were stratified by size and type (villages, towns/cities) in every oblast. The probability of being part of the sample for every location was proportionate to the number of people in it. Next in every location which was part of the sample the respondents were chosen by selection rate and certain route. Choice of streets was made using a basic number (created by a random number generator), and then a route for an interviewer was set.

122 locations were chosen (65 of city/town-type and 57 of village-type).

***4.2 Evaluation of the sample statistical error***

Theoretical error of the simple random sample at 0.954 equals:

⊗= 1 / √n

Theoretical error for the sample of the 2,013 respondents is:

⊗ = 2,23%.

We used a multi-stage sample. In the first selection stages the sample was calculated based on the selected strata where the number of survey routes (clusters) was defined proportionally to official statistical data, the design effect is absent here.

The plan for the sample included 160 tasks for interviewers (clusters). An average cluster size equaled 12.6 addresses.

The design effect of the sample after clustering could be then evaluated using the following formula:



where c is an average number of objects in a cluster,

*ρ* is an intracluster correlation that characterises the level of cluster homogeneity (the measure that shows how objects in one cluster are more homogenous than objects from a general range). Without empirical information about units of clustering (results of other research can be a source of such information) that could be used for evaluation of parameter *ρ*, usually *ρ* = 0.02 is taken. Having that, we obtained the following evaluation of the design effect from clustering in our sample:

*DesEffc* = 1 + (12.6 – 1) • 0.02 = 1.232

So, maximum statistic sample error with design effect equals 2.23\*1.232= 2.8%.

***4.3. Evaluation of actual sample error***

A quality control of the sample was conducted by comparing data received with the data from statistics. For possible information shifts we compared the survey results with State Statistics Service data.**Distribution of Ukrainian population aged from 15 to 59 by four macro regions, by type of location, sex, and age.**

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|  | **Державна статистика** | Результати опитування (масив даних) | **Відхилення масиву даних опитування від даних статистики** |
| **Регіон\***  **Region\*** | State statistics | **Survey results (data corpus)** | diference between data corpus and statistics |
| Західний  Western | 24.7 | 24.8 | 0.1 |
| Центральний  Central | 37.5 | 37.4 | –0.1 |
| Південний  Southern | 11.9 | 11.9 | 0.0 |
| Східний  Eastern | 25.9 | 25.9 | 0.0 |
| **Населений пункт**  **Locality** |  |  | 0.0 |
| Місто  City/Town | 69.9 | 68.2 | –1.7 |
| Село  Village | 30.1 | 31.8 | 1.7 |
| **Стать**  **Sex** |  |  | 0.0 |
| Чоловіча  Male | 48.9 | 48.5 | –0.4 |
| Жіноча  Female | 51.1 | 51.5 | 0.4 |
| **Вік**  **Age** |  |  | 0.0 |
| 15–17 | 4.1 | 3.3 | –0.8 |
| 18–24 | 11.8 | 12.6 | 0.8 |
| 25–29 | 11.8 | 12.8 | 1.0 |
| 30–39 | 26.5 | 26.7 | 0.2 |
| 40–49 | 22.8 | 22.6 | –0.2 |
| 50–59 | 23.0 | 22.1 | –0.9 |

\*Western region: Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Chernivtsi Oblasts.

Central region: Vinnytsia, Zhytomyr, Kyiv, Kirovohrad, Poltava, Sumy, Khmelnytsky, Cherkasy, Chernihiv Oblasts, and Kyiv city.

Southern region: Mykolaiv, Odessa, Kherson Oblasts.

Eastern region: Dnipropetrovsk, Donetsk, Zaporizhzhia, Luhansk, Kharkiv Oblasts.

Comparison of demographic distributions and statistical data shows that the biggest difference between them is 1.7% (by location type).

**5. PREPARATION OF INTERVIEWERS**

The interviewer network of the Razumkov Centre has the following structure:

The network co-ordinator provides the general management of groups of interviewers who live permanently in all regional centres of Ukraine and the autonomous republic of Crimea.

Supervisors of groups of interviewers form the groups of interviewers, manage field work in their oblasts, perform initial checks of the quality of the completing of the field documents, and then pass the documents to the sociological service of the Razumkov Centre.

Interviewers conduct interviews in the Ukrainian locations after studying the general interviewing rules and selecting respondents as well as getting instructions for the specific research project.

Supervisors carry out field checks of the interviewers’ work after special training. Interviewers received the standard instructions used by the Razumkov Centre in research projects of this type. The instruction process was organised in two stages: in the first stage supervisors were instructed and they then gave instructions at places. During the second stage the co-ordinator of the survey network answered questions from supervisors and interviewers which were raised during training for the field-work and after studying field document samples.

**6. NUMBER OF REFUSAL TO BE INTERVIEWED**

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| Number of respondents who participated in the survey (co-operation rate) | 60.6% |
| Number of refusals (refusal rate) | 39.4% |

**7. CHECKING OF INTERVIEWERS’ WORK**

Checking of interviewers’ work included:

* checking analysis of interviewers’ reports;
* checking a given interview was conducted;
* checking the interview date;
* checking the survey method (interview or questionnaire poll);
* checking the amount of time spent on an interview.

336 interviews were held in all oblasts (16.7% of all interviews). Nine rule violations were found, and those interviews were conducted again.

**8. CODING, ENTERING AND PROCESSING OF DATA**

***8.1 Coding***

Coding and editing of questionnaires were conducted in the following areas:

* registration of respondents, giving them unique codes (numeration), checking of correct filing of the interviewers’ section, i.e. features for verifying or renewing information with interviewers’ reports;
* checking of correct filing of the questionnaires (correct understanding of survey logic, analysis of mistakes);
* checking of correct filing by control features, such as sex and age of a respondent, information that can be verified or renewed with interviewers’ reports.

***8.2 Entering information; Logical control***

Entering of questionnaires was conducted with the help of an SPSS software package. After the information had been entered, the data was checked for logical control and finally cleared. There are the following types of data quality control:

* checking of unique questionnaire number, required filing of certain features (sex, age, etc);
* logical control of correct filing of questionnaire;
* detection of logical divergences.

Questionnaire polls with formed logical conditions that may have had mistakes were selected in every stage. Each of such questionnaires was checked and the data was corrected as needed.