## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABBREVIATIONS &amp; ACRONYMS</td>
<td>I</td>
</tr>
<tr>
<td>1. INTRODUCTION</td>
<td></td>
</tr>
<tr>
<td>1.1 BACKGROUND OF THE WESTERN REGION COASTAL FOUNDATION</td>
<td>1</td>
</tr>
<tr>
<td>1.2 BACKGROUND TO THE CPSES</td>
<td>1</td>
</tr>
<tr>
<td>1.2.1 Survey objectives</td>
<td>1</td>
</tr>
<tr>
<td>1.2.2 Survey timing, baseline and endline</td>
<td>1</td>
</tr>
<tr>
<td>1.3 SUMMARY OF SURVEY TECHNICAL DESIGN</td>
<td>2</td>
</tr>
<tr>
<td>2. SUMMARY OF FINDINGS</td>
<td>3</td>
</tr>
<tr>
<td>3. LIVELIHOODS AND GENDER</td>
<td>5</td>
</tr>
<tr>
<td>3.1 WHAT WE KNEW ALREADY</td>
<td>5</td>
</tr>
<tr>
<td>3.1.1 Poverty in Ghana and the Western Region</td>
<td>5</td>
</tr>
<tr>
<td>3.1.2 Gender and socio-economic status</td>
<td>5</td>
</tr>
<tr>
<td>3.1.3 Gender and political engagement</td>
<td>6</td>
</tr>
<tr>
<td>3.2 WHAT WE FOUND OUT</td>
<td>6</td>
</tr>
<tr>
<td>3.2.1 Poverty levels in the coastal districts</td>
<td>6</td>
</tr>
<tr>
<td>3.2.2 Employment by sector</td>
<td>7</td>
</tr>
<tr>
<td>3.2.3 Gender-based livelihoods</td>
<td>8</td>
</tr>
<tr>
<td>3.2.4 Gender and socio-economic status</td>
<td>9</td>
</tr>
<tr>
<td>3.2.5 Political engagement</td>
<td>10</td>
</tr>
<tr>
<td>3.3 WHAT WE WILL DO</td>
<td>10</td>
</tr>
<tr>
<td>3.3.1 Promote development and stability through socio-economic interventions</td>
<td>10</td>
</tr>
<tr>
<td>3.3.2 Consider women when designing programme interventions</td>
<td>10</td>
</tr>
<tr>
<td>4. SUPPORT TO BUSINESSES</td>
<td>12</td>
</tr>
<tr>
<td>4.1 WHAT WE KNEW BEFORE</td>
<td>12</td>
</tr>
<tr>
<td>4.2 WHAT WE LEARNED</td>
<td>13</td>
</tr>
<tr>
<td>4.2.1 Employment by sector</td>
<td>13</td>
</tr>
<tr>
<td>4.2.2 Households running businesses</td>
<td>13</td>
</tr>
<tr>
<td>4.2.3 Barriers to running a business</td>
<td>13</td>
</tr>
<tr>
<td>4.3 WHAT WE WILL DO</td>
<td>16</td>
</tr>
<tr>
<td>4.3.1 Share information with local stakeholders</td>
<td>16</td>
</tr>
<tr>
<td>4.3.2 Support District Administrative Councils</td>
<td>16</td>
</tr>
<tr>
<td>4.3.3 Support Development Partners</td>
<td>16</td>
</tr>
<tr>
<td>4.3.4 Support Policy Makers</td>
<td>16</td>
</tr>
<tr>
<td>4.3.5 Support Oil and Gas Industry</td>
<td>16</td>
</tr>
<tr>
<td>5. DIALOGUE STRUCTURE</td>
<td>17</td>
</tr>
<tr>
<td>5.1 WHAT WE KNEW ALREADY</td>
<td>17</td>
</tr>
<tr>
<td>5.1.1 Political engagement nationally</td>
<td>17</td>
</tr>
<tr>
<td>5.1.2 Political engagement in the Western Region</td>
<td>17</td>
</tr>
<tr>
<td>5.1.3 Dialogue Structure</td>
<td>17</td>
</tr>
<tr>
<td>5.2 WHAT WE FOUND OUT</td>
<td>17</td>
</tr>
<tr>
<td>5.2.1 Methodology</td>
<td>17</td>
</tr>
<tr>
<td>5.2.2 Potential selection biases</td>
<td>18</td>
</tr>
<tr>
<td>5.2.3 Overall community perceptions</td>
<td>18</td>
</tr>
</tbody>
</table>
5.2.4 Local government priorities ................................................................. 19
5.2.5 Effectiveness of the dialogue structure .................................................. 19
5.2.6 Inclusive community decision-making ..................................................... 19
5.2.7 Perceptions of the oil and gas industry ................................................... 20
5.2.8 Sources of news ...................................................................................... 21

5.3 WHAT WE WILL DO ................................................................................... 21
5.3.1 The dialogue structure will address certain problem areas .................. 21
5.3.2 The communications team will adapt messaging to appropriate mediums 21

LIST OF FIGURES

Figure 1 Barriers facing entrepreneurs in Ghana, compared to other African countries .............. 12

LIST OF TABLES

Table 1 Household expenditure and poverty statistics by employment status, all Ghana, 2013 .......... 6
Table 2 Estimated % of households below national poverty line, by district ................................. 6
Table 3 Estimated percent of households above, at, and below extreme poverty line, by district ...... 7
Table 4 Top five employment sectors or sub-sectors for heads of household, by district ............... 7
Table 5 Top employment sectors in the six coastal districts, by gender of head of household .......... 9
Table 6 Highest level of education of head of household in the six coastal districts, by gender .......... 9
Table 7 Type of employment of heads of household in the six coastal districts, by gender ............. 10
Table 8 Barriers to starting a business in the coastal districts, mentioned by 75% of respondents .... 14
Table 9 Barriers to starting a business in the coastal districts, mentioned by 66% of respondents .... 15
Table 10 First and second mentioned priorities for local government spending, by gender .......... 19
Table 11 Perceptions of oil and gas industry, by respondent involvement in dialogue structure ....... 20

LIST OF ANNEXES

Annex 1 Technical Annex to the CPSES Baseline Report .................................................................. 23
Annex 2 References ......................................................................................................................... 38
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPSES</td>
<td>Community Perceptions and Socio-Economic Survey</td>
</tr>
<tr>
<td>CSR</td>
<td>Corporate Social Responsibility</td>
</tr>
<tr>
<td>DAC</td>
<td>District Administrative Council</td>
</tr>
<tr>
<td>DFID</td>
<td>Department for International Development</td>
</tr>
<tr>
<td>GLSS</td>
<td>Ghana Living Standards Survey</td>
</tr>
<tr>
<td>GSHRDC</td>
<td>Gender Studies and Human Rights Documentation Centre</td>
</tr>
<tr>
<td>GSS</td>
<td>Ghana Statistical Service</td>
</tr>
<tr>
<td>IBES</td>
<td>Integrated Business Establishment Survey</td>
</tr>
<tr>
<td>MP</td>
<td>Member of Parliament</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Government Organization</td>
</tr>
<tr>
<td>PPI</td>
<td>Progress out of Poverty Index</td>
</tr>
<tr>
<td>SMEs</td>
<td>Small and Medium Enterprises</td>
</tr>
<tr>
<td>STMA</td>
<td>Sekondi-Takoradi Metropolitan Area</td>
</tr>
<tr>
<td>WRCF</td>
<td>Western Region Coastal Foundation</td>
</tr>
</tbody>
</table>
1. INTRODUCTION

1.1 Background of the Western Region Coastal Foundation

The Western Region Coastal Foundation (WRCF) is an innovative programme that encourages effective dialogue between oil, gas, and power companies, local communities, and local government in the six coastal districts in the Western Region in Ghana. The WRCF also supports the design and scale-up of pilot development interventions industry-led corporate social responsibility initiatives. The aims of the WRCF are to build trust between communities, government, and industry in the six project districts and to help government and industry develop well informed interventions so that the community at large can benefit both economically and socially from the presence of the oil, gas, and power industry. This in turn will lead to increased stability and economic prospects in the Western Region.

1.2 Background to the CPSES

The purpose of the Community Perceptions and Socio-Economic Survey (CPSES) is to provide demographic, socio-economic, and perceptions data from the area in which the WRCF works.

Although several long-running surveys of the Ghanaian population exist, the timing and level of detail were not considered sufficient to meet WRCF objectives, and so a primary survey was commissioned.

1.2.1 Survey objectives

The first objective of the survey is to reliably measure household poverty, income and employment, as well as citizen perceptions of political stability, oil, gas, and power industry operations, and local government in the six coastal districts of Western Region. This information will be used as a benchmark against which programme progress and achievements can be measured and evaluated.

The second objective of the survey is to better understand the needs of citizens in the six coastal districts, including identifying communities with poverty or food vulnerability, barriers to business, and perceptions of inequality. Information from the CPSES will be combined with other data to better inform development interventions in the Western Region, and so that the WRCF is seen as a centre of knowledge and information.

1.2.2 Survey timing, baseline and endline

The first CPSES survey was conducted in August 2016. Because socio-economic interventions had not substantially started by the time the survey was conducted, the first CPSES survey can be considered as a baseline for the socio-economic status of households in the six coastal districts targeted by the programme.

The survey cannot be considered a baseline for outcomes related to the Dialogue Structure, the programme’s first and largest intervention, because this has been running since early 2015. However, the first CPSES survey incorporates a quasi-experimental design whereby about half of respondents were targeted by the programme’s Dialogue Structure and half were not. The first CPSES survey therefore provides evidence the effectiveness of the Dialogue Structure to date by allowing comparison of data from intervention communities and a counterfactual of communities not directly benefitting from programme interventions.

The WRCF plans on conducting an endline survey in August 2019, before DFID support ends. This endline survey will ask similar questions to a similar number of households and therefore provide evidence for how programme outcomes and impact have changed over the course of DFID sponsorship.

The survey incorporates questions from several of these long-running national surveys in Ghana, including Ghana Living Standards Survey (GLSS) modules on household expenditure on food, housing, household asset ownership, access to services including drinking water, and adequate toilet
and electricity, and Afrobarometer survey questions on levels of community and political participation and perceptions of corruption. Adopting survey material from these surveys means that questions are already validated and data from the coastal districts can be compared with data for the Western Region and all of Ghana.

1.3 Summary of survey technical design

The first round of the CPSES survey was administered to 2,230 households across six coastal districts in the Western Region. This exceeded the target sample size of 2,052 households across 228 communities divided equally amongst the six districts.

The target sample size of 2,052 households was chosen after looking at the variance across similar data capturing socio-economic variables and political opinions in the Western Region. Based on this variance, the survey team determined that the target sample size would provide estimates of binary variables that were 95% likely to be within +/- 3% points of the true population mean at the overall programme level.

This means that when survey reports that 82% of respondents thought that the Western Region in general was going in the wrong direction, 19 times out of 20 the response of the entire population is between 79% and 85%.

This margin of error is greater when looking at subgroups within the survey, so figures for respondents from WRCF communities have around a +/- 5% margin of error, while figures for individual districts have around a +/- 7% margin of error.

Overall results were weighted by the population of the six districts and the communities in the sample, to provide more accurate estimates of the programme target area of the six coastal districts as a whole.

For more details about the technical design of the CPSES survey and limitations of the data, please consult the Technical Annex, available as a separate document.
2. **SUMMARY OF FINDINGS**

The CPSES baseline has given the WRCF programme team additional insight into the demographics, socio-economics, and perceptions of the coastal districts in which the programme operates. This baseline report highlights three areas of programming in which the baseline has meaningfully built on the programme team’s understanding.

Note that all findings reported here are statistically significant to at least p < .05 unless otherwise noted, meaning there is a 95% chance that reported differences between groups are the result of actual underlying differences rather than random chance.

The *Livelihoods and Gender* section provides estimates of poverty and extreme poverty in the six coastal districts, as well as livelihoods and differences of socio-economic status and perceptions by gender. Key findings include:

- The Nzema area, comprised of districts Jomoro, Ellembelle, and Nzema East, which has been the focus of most oil and gas Corporate Social Responsibility (CSR) projects, remains poorer than the Ahanta area, comprised of districts Ahanta West, Shama, and the mostly urban Sekondi-Takoradi Metropolitan Area.

- Although most households in the six coastal districts are not food vulnerable, around 5% of households in Ellembelle and Ahanta West, and 2.5% of households in Nzema East, are at or below the extreme poverty line.

- Across the six coastal districts, female heads of household are more vulnerable than male heads of household. Nearly half (48%) of female heads of household had received no formal schooling, females were 1.7 times as likely to be casual workers, without contracts or job security, and nearly 2 times as likely to be unpaid, as their male counterparts.

- Across the six coastal districts, women tend to be less politically engaged than men, and more likely to hold negative perceptions of their own situation, the region, and the country as a whole.

The *Support to businesses* section shows how many heads of household run their own business in the six coastal districts, as well as barriers faced. Key findings include:

- Around one-third of all households surveyed mentioned that they either own a business or are looking to start one in the next 6-12 months. In Takoradi-Secondi, only 6% of respondents were looking to start their own business.

- As reported by heads of household in the six coastal districts, the greatest barriers to running a business are the cost of private investment, cost of bank loans, lack of business support services, and unpredictable and unstable business environment. These were all mentioned by 75% of respondents. Barriers were mentioned 21% more often in the Ahanta area, as compared to the Nzema area.

- Across the six coastal districts, both males and females mentioned local government support for business as their first or second priority for increased local government spending.

- WRCF will use the findings around business support to help District Administrative Councils (DACs) provide sectoral support to small and medium enterprises in the coastal districts.

The *Dialogue Structure* section presents perceptions of the inclusivity of community decision making and the oil and gas industry, and evidences the extent to which the dialogue structure may have influenced participants’ opinions. Key findings include:

- There is evidence that respondents from communities in the six coastal districts targeted by the WRCF dialogue structure find community decision making more inclusive than
respondents from non-target communities, and have a more positive perception of the oil and gas industry in their communities.

- Across the six coastal districts, television and radio are the most popular sources of news, with 46% of respondents getting news from them every day. Almost 90% of respondents never get their news from newspapers, the internet, or social media.

- The dialogue structure will use the results of the CPSES survey to focus on specific issues and areas of improvement. One such issue is the perception of paramount chieftaincies in the Dialogue Structure communities, where negative perceptions may suggest that communities are dissatisfied with the amount of oil revenue negotiated for the communities. Another issue is around perceived negative environmental impacts, which are highly visible in Dialogue Structure communities and have been sometimes wrongly attributed to the oil and gas industry.

- The communications team will adapt its strategies to make communications more audio-visual, including pictorial messages and an emphasis on radio and television.
3. LIVELIHOODS AND GENDER

3.1 What we knew already

3.1.1 Poverty in Ghana and the Western Region

As Ghana has grown, poverty and extreme poverty have decreased overall, but from 2005/06 to 2012/13, poverty incidence increased in the urban coastal and rural coastal localities and Ghana overall has experienced a rising Gini coefficient, a measure of inequality of wealth (GLSS Round 6, p.12-13). According to WRCF programme logic, all of these factors may contribute to perceptions that certain groups are benefitting from economic and development opportunities more than others, which may in turn drive regional instability.

According to the latest round of data from the Ghana Living Standards Survey (GLSS), in 2012/13 the Western Region had a household poverty incidence of 20.9%, and an extreme poverty incidence of 5.5%, below the national averages of 24.2% and 8.4%, respectively. During the period 2005/06-2012/13, inequality in the Western Region rose while the poverty incidence in the Western Region decreased, the poverty gap and contribution to total poverty both rose. In 2013, the Western Region had the highest cost of living of any region in Ghana; food expenditure was nearly on par with Accra, and non-food expenditure was around 5% higher (GSS 2014:6). The rural coastal locality, which accounts for around 9.5% of extreme poverty in Ghana, is the only locality where incidence has not substantially reduced from 2005/06 to 2012/13 despite the footprint of the economic influence of the oil and gas industry.

The GLSS 6 (GSS 2014) notes that “household heads who are farmers are not just the poorest in Ghana, but they also contribute the most to Ghana’s poverty. Household heads engaged as private employees and self-employed in non-agricultural sectors are less likely to be poor than those engaged in the agricultural sector. Households with under-educated household heads are found to be the poorest in Ghana and contribute most to Ghana’s poverty incidence” (p. xi).

The Progress out of Poverty Index (PPI) is a ten-item survey developed which identifies the ten factors most in Ghana highly correlated or predictive of household poverty. Schreiner (2015) has developed a detailed methodology that allows programmes to estimate the poverty likelihood of certain households, which serves as an alternate measure of estimating poverty in an area.

3.1.2 Gender and socio-economic status

Gender is associated with employment and household poverty. The Ghana Living Standards Survey (GLSS), a representative survey of household income last administered in 2012/13, found that across Ghana, females are less likely to be educated, especially to secondary or tertiary level, and less likely to be employed, than their male counterparts (GLSS 6, Ghana Census). However, it also found that female headed households are less likely to be poor (19.1% poverty incidence vs. 26% male headed households).

The report also found that “while formal sector employment where poverty is low is highly dominated by men, women far outnumber men in non-farm self-employment and private informal employment where earnings are relatively low” (p.9). GLSS data on employment status shows the difference in earnings between the formal sector (public and private employees) and the informal sector (self-employed).

---

1 The poverty gap is an absolute measure used by the Government of Ghana to measure the average percent by which household income falls below the poverty line. Thus a 75% poverty gap indicates that household income is only 25% of the poverty line.

2 Contribution to total poverty is a relative measure used by the Government of Ghana to determine the extent to which a region or area is contributing to overall poverty. Thus a region can have an overall poverty incidence of 25% but may have a 30% contribution to total poverty if its poverty incidence is over the national average.
Table 1 Household expenditure and poverty statistics by employment status, all Ghana, 2013

<table>
<thead>
<tr>
<th>Employment status</th>
<th>% heads of household</th>
<th>Average welfare (^3)</th>
<th>% below poverty line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public employee</td>
<td>7.6%</td>
<td>3,763</td>
<td>9%</td>
</tr>
<tr>
<td>Private employee</td>
<td>11.5%</td>
<td>3,281</td>
<td>14.3%</td>
</tr>
<tr>
<td>Self-employed (non-agricultural)</td>
<td>19.6%</td>
<td>3,077</td>
<td>17.0%</td>
</tr>
<tr>
<td>Self-employed (agricultural)</td>
<td>49.0%</td>
<td>1,755</td>
<td>45.1%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>2.0%</td>
<td>2,953</td>
<td>20.0%</td>
</tr>
<tr>
<td>Other inactive</td>
<td>9.6%</td>
<td>2,277</td>
<td>38.6%</td>
</tr>
<tr>
<td>Ghana</td>
<td>100%</td>
<td>2,431</td>
<td>31.9%</td>
</tr>
</tbody>
</table>

Source: GLSS 2012/13, Table A1.4, p.48

3.1.3 Gender and political engagement

Politics in Ghana is still male-dominated, with female Members of Parliament (MPs) less than 10% of the total. An article from the Gender Studies and Human Rights Documentation Centre (GSHRDC, gendercentreghana.org) notes that “there are overt and covert practices which hinder women’s abilities to lead successful campaigns alongside male counterparts for political positions” including lack of resources and monetization of elections, traditional beliefs and practices including negative public and media opinion of women in politics, and having to run against experienced male incumbents.

The Afrobarometer survey found that nationally women were 2-3% more likely to distrust public institutions and officials, but that this difference was not generally statistically significant (Afrobarometer 2014:30). The survey also found that men were 4-6% more likely than women to perceive that public officials and informal leaders were corrupt.

3.2 What we found out

3.2.1 Poverty levels in the coastal districts

The CPSES provided data by which poverty levels in the six coastal districts can be estimated. The CPSES included the ten questions from the Progress out of Poverty Index for Ghana. Using Schreiner’s (2015) methodology of translating Progress out of Poverty Index (PPI) scores to poverty likelihoods, the new definition of poverty used by the Government of Ghana, and a poverty line of USD $2.00 per day, we established the following baseline:

Table 2 Estimated % of households below national poverty line,\(^4\) by district

<table>
<thead>
<tr>
<th></th>
<th>Jomoro</th>
<th>Ellembele</th>
<th>Ahanta West</th>
<th>Nzema East</th>
<th>STMA</th>
<th>Shama</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average PPI score</td>
<td>41.5</td>
<td>43.1</td>
<td>43.5</td>
<td>41.9</td>
<td>57.6</td>
<td>45.6</td>
<td>51.2</td>
</tr>
<tr>
<td>Poverty likelihood</td>
<td>28.2%</td>
<td>26.2%</td>
<td>25.7%</td>
<td>26.8%</td>
<td>11.4%</td>
<td>22.7%</td>
<td>17.9%</td>
</tr>
</tbody>
</table>

According to this analysis, Jomoro and Nzema East are the poorest districts, followed by Ellembele and Ahanta West. This follows the programme’s understanding that Nzema area is poorer than Ahanta even though it is closer to oil and gas operations because its roads remain underdeveloped, and because its population is less educated, with implications for employment and market development. The predominantly urban Takoradi-Secondi Metropolitan Area (STMA) is substantially better off than the other districts.

Extreme poverty was measured using food consumption scores (Hjelm and Dasori 2012). Although this data shows that relatively few households suffer from extreme poverty, meaning that reported

---

\(^3\) Average household expenditure per adult per year, in Accra January 2013 prices.

\(^4\) Using the ‘new’ definition of poverty, and a poverty line of $2.00 per day, in Accra January 2013 prices. See GSS (2014) and Schreiner (2015) for further details.
household expenditure per person is insufficient to meet recommended daily calorie intake, around 5% of households in Ellembelle and Ahanta West, and 2.5% of households in Nzema East, are at or below the extreme poverty line.

Table 3 Estimated percent of households above, at, and below extreme poverty line, by district

<table>
<thead>
<tr>
<th></th>
<th>Jomoro</th>
<th>Ellembelle</th>
<th>Ahanta West</th>
<th>Nzema East</th>
<th>STMA</th>
<th>Shama</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable</td>
<td>99.3%</td>
<td>94.1%</td>
<td>95.6%</td>
<td>97.5%</td>
<td>99.5%</td>
<td>99.8%</td>
<td>98.6%</td>
</tr>
<tr>
<td>Borderline</td>
<td>0.2%</td>
<td>3.8%</td>
<td>3.2%</td>
<td>2.3%</td>
<td>0.5%</td>
<td>0.2%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0.4%</td>
<td>2.1%</td>
<td>1.2%</td>
<td>0.2%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

3.2.2 Employment by sector

Overall employment in the six coastal districts follows two distinct patterns.

In the rural districts, farming accounts for around 45% of all employment, the top 5 sectors or sub-sectors together account for 75-85% of employment, and the top 10 sectors account for around 95%. Wholesale and retail trade is the second largest sector in all rural districts except for Shama.

The metropolitan district of Takoradi-Secondi follows a different pattern, where agriculture accounts for only 8% of employment, and sectors are more diverse. The largest of these sectors are other service activities (24%), trade (16%), construction (11%), and transportation and storage (10%).

Table 4 Top five employment sectors or sub-sectors for heads of household, by district
3.2.3 Gender-based livelihoods

The CPSES data confirmed the picture of gender-based livelihoods, and identified sectors where women are not well represented. Although by far the highest percentage of both male and female heads of household in the six coastal districts are engaged in the fishing and farming sector (44% of men and 38% of women), female heads of household are much more likely to be engaged in trade and sales (21% for women vs. 4% for men) and accommodation and food services (12% for women vs. 2% for men). None of the female headed households were engaged in the transportation and storage, construction, or public administration sectors, all of which employed substantial numbers of men.
3.2.4 Gender and socio-economic status

Like national figures, female heads of household in the six coastal districts were significantly less educated or formally employed, particularly as salaried or seasonal workers. Nearly half (48%) of female heads of household had received no formal schooling, compared to 13% of male heads of household. In terms of employment type, females were 1.7 times more likely to be casual workers, without contracts or job security, and nearly 2 times as likely to be unpaid, as their male counterparts.

Table 6 Highest level of education of head of household in the six coastal districts, by gender
Table 7 Type of employment of heads of household in the six coastal districts, by gender

<table>
<thead>
<tr>
<th>Type of work</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casual</td>
<td>21%</td>
<td>35%</td>
</tr>
<tr>
<td>Short-term or seasonal</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>Salaried</td>
<td>26%</td>
<td>9%</td>
</tr>
<tr>
<td>Unpaid</td>
<td>20%</td>
<td>37%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>5%</td>
</tr>
</tbody>
</table>

In contrast to national figures, female headed households in the coastal districts were also slightly more likely to be poor, with a greater poverty likelihood (19.3% v. 17.3% for male heads of household) and food consumption score (61.8 v. 63.6 for male heads of household).5

3.2.5 Political engagement

According to the CPSES, around 88% of men and 91% of women in the six coastal districts reported voting in the last national election; the gender difference is not statistically significant. However, on the index of political engagement, which measures both frequency of engagement and types of local officials contacted, women were significantly lower than men (2.5 vs. 3.3).

Women’s attitudes towards government are significantly more negative than men’s in the six coastal districts, with 88% of women feeling the country is going in the wrong direction, compared to 80% of men. Women’s attitudes were also more negative towards the Western Region, with 88% feeling the region was going in the wrong direction, compared to 83% of men.

3.3 What we will do

3.3.1 Promote development and stability through socio-economic interventions

One of the outcomes of the WRCF programme is to support socio-economic development interventions which lead to increased jobs and/or income in the Western Region. CPSES data has confirmed that farming and fishing remain the most important livelihood in the coastal districts, involving 55% of households, and stakeholder development and livelihoods interventions supported by the WRCF are designed to increase income for fishermen and farmers and so reduce household poverty. WRCF will also work with District Administrative Councils to support the other major livelihoods sectors identified through the survey.

3.3.2 Consider women when designing programme interventions

WRCF has considered gender in its interventions design by seeking to provide equal access and equal opportunity for women to participate in pilots. Where appropriate, WRCF includes activities specifically targeted to women’s inclusion in interventions for gender mainstreaming across our intervention design and implementation. The finding that women are more likely to be engaged in the

---

5 Because of the methodology used to calculate these scores, it is difficult to calculate statistical significance. See the Technical Annex for further details of the methodology used to calculate the political engagement index.
informal sector should inform how the WRCF intervenes to support and have a greater impact on women. As a result of the survey, WRCF recognizes that men and women work in different sectors, and that sector-specific economic livelihoods interventions will not necessarily benefit both genders equally. Following the recommendations of the updated gender strategy, WRCF will consult with both men and women when designing development interventions to understand the different roles they play. This has already been borne out in the dialogue structure, where women are involved as facilitators, volunteers, and participants and that separate accommodation for women, for example crèche support at conversations, as well as in the aquaculture intervention, where the number of females attending training sessions has increased as a result of WRCF discussion with fish farmer associations, and we have identified roles for females as food processors, smokers, and market sellers within the value chain.

**Consider Climate Change Adaptation and Resiliency when designing programme interventions**

WRCF has considered climate change adaptation and resiliency in all interventions, for example, the Dialogue Platform will address climate change through dissemination of information on climate smart agricultural practices (in collaboration with Coastal Sustainable Landscapes Project), WRCF support to the Jubilee Partners Livelihoods Diversification Programme – Cassava Project included identification of cassava has a climate change resilient crop that would address livelihoods and food security, the WRCF led aquaculture intervention has included climate change mitigation activities to address risks of variability in rain resulting in flooding and draught conditions in design of the catfish farming model, WRCF proposed scoping activities and pilots will continue to consider impacts of climate change.

**Consider Political Economy Assessments when designing programme interventions**

WRCF has considered political drivers of change and risk in context of intervention design and implementation. WRCF has established a risk monitoring and mitigation strategy and will reflect on baseline findings on community perception to inform future intervention design and implementation.
4. SUPPORT TO BUSINESSES

4.1 What we knew before

The informal sector – unregistered businesses paying no government taxes, which are not protected or supported by the government – is prevalent across all of sub-Saharan Africa. The Ghana Living Standards Survey (GLSS, GSS 2014) and Integrated Business Establishment Survey (IBES, GSS 2015) estimate that around 88-90% of all households in Ghana are engaged in the informal sector.

Ghana’s business environment is not stable. According to the World Bank’s Doing Business survey, an index of how easy it is to start and operate a local firm, in 2016 Ghana was ranked 114th out of 189 countries overall, and 10th of 47 countries in Sub-Saharan Africa (World Bank 2016). The Doing Business Economy Profile for Ghana 2016 note that it is becoming harder to start a business and get credit; the cost of starting a business rose by 70% in 2012, and at 26%, the Bank of Ghana interest rate, or prime rate, which determines the rate of interest that the government and individuals pay on loans, is amongst the highest in the world.

A study by the Omidyar Network / Monitor Consulting Group (2013) outlines the barriers facing entrepreneurs in various African countries including Ghana. The study suggests that Ghana performs below its peers, and below Sub-Saharan Africa more generally, in all four categories.

Figure 1 Barriers facing entrepreneurs in Ghana, compared to other African countries

Source: Monitor Consulting Group / Omidyar Network, 2013
The study identified the most prevalent barriers to company formation and growth nationally:

- Regulatory burdens: 62% of respondents mentioned that they knew entrepreneurs who circumvented regulatory burdens that discourage formalizing a business, including paying taxes, obtaining licenses and formally hiring employees
- Cost of capital, mentioned by 60% of respondents
- Lack of business support services, mentioned by 55% of respondents

### 4.2 What we learned

#### 4.2.1 Employment by sector

See analysis of overall employment by sector in the previous section. In the rural coastal districts, over half of all heads of household are engaged in agriculture, while trade is the second largest sector. In STMA, agriculture accounts for far less, and the largest sectors are service, trade, construction, and transportation and storage.

#### 4.2.2 Households running businesses

There is a large potential market for business support in the coastal districts. Around one-third of all households surveyed in the coastal districts mentioned that they either own a business (n=395) or are looking to start one in the next 6-12 months (n=338).

Other patterns of heads of household who run their own business include:

- The highest percentage of heads of household who report running their own business is in Nzema East (40%) and lowest in Shama (7%).
- In Takoradi-Secondi, 17% of respondents own a business but only 6% are looking to start one in the next 6-12 months.
- Likewise, the proportion of heads of households running a business is higher in Nzema households (25%) than amongst Fanti (18%) or Ahanta (15%).
- A quarter (25%) of heads of household who consider themselves unemployed report running a business, compared to only 10% of those who consider themselves employed.
- There is no statistically significant difference in the proportion of male and female heads of household running a business.

#### 4.2.3 Barriers to running a business

Questions on barriers to running a business were asked to all respondents who said they currently owned a business or were looking to start up a business, as well as to respondents who mentioned that someone else in the household currently owned (n=40) or was looking to start up a business (n=37). The small business module was therefore administered to 810 people, or 45% of the total unweighted sample. Potential barriers were identified from the categories developed in in the Global Monitoring Survey (Omidyar Network, 2013). For each barrier, respondents were asked if it was a major barrier, a minor barrier, or not a barrier.

Around 75% of respondents mentioned cost of private investment, cost of bank loans, lack of business support services, and unpredictable and unstable business environment as barriers to running a business in the coastal districts, with around 60% saying they were a major barrier and around 15% said they were minor barrier.
Table 8 Barriers to starting a business in the coastal districts, mentioned by 75% of respondents

1 Clarified as money from an individual or company.

2 Clarified as money that has to be repaid over time.

Around 2/3 of respondents said cost of starting up a firm, limited access to or availability of infrastructure, cost of using infrastructure, access or availability of utilities, poor location, cost of utilities, and corruption of local officials were barriers to running a business. 40-50% of respondents said they were a major barrier and 13-20% said they were a minor barrier.
Table 9 Barriers to starting a business in the coastal districts, mentioned by 66% of respondents

The least mentioned group of issues were cost of rent, inability to compete with established firms, and regulations making it difficult to hire employees. Around 50% of respondents said these were barriers, but only 30-35% said they were major barriers.

Overall, substantially more barriers were reported in the Ahanta coastal districts (Ahanta West, STMA, and Shama) than the Nzema districts (Jomoro, Ellembelle, and Nzema East). On average, respondents from Ahanta area reported barriers 21% more often than respondents from the Nzema area.
4.3 What we will do

The WRCF has identified four different uses for CPSES data on employment sectors and households running or intending to start their own business in the coastal districts.

4.3.1 Share information with local stakeholders

WRCF will share the CPSES findings at Joint Annual learning event to be held in November in collaboration with the Ghana National Chamber of Commerce, Takoradi, under the theme *Harnessing Business Potential for the Development of the Coastal Districts of the Western Region, Inclusiveness, Transparency and Accountability*. The audience will include the business community looking back at the local business environment 2016 to examine what has worked, what challenges have been encountered, and how to chart a way forward.

4.3.2 Support District Administrative Councils

We will use CPSES data to inform the decisions of the District Assemblies and District Administrative Councils (DACs) in providing sectoral support to Small and Medium Enterprises (SMEs) in the coastal districts. CPSES data will help refine the DACs’ understanding of the largest sectors in their districts, as well as those experiencing particular barriers. WRCF can provide additional analysis of employment sector by household expenditure and poverty level, ethnic group, and female heads of household.

4.3.3 Support Development Partners

WRCF will collaborate with development partners to inform intervention, design and scaling up of socio-economic development interventions. For example, the WRCF is developing a Memorandum of Understanding with TechnoServe, to support a business mentoring programme. At the moment only 3 of 108 businesses identified to receive support are from the Western Region. The data here provides strong evidence of a target market for business support, as well as barriers faced by businesses in major sectors.

4.3.4 Support Policy Makers

Third, WRCF will collaborate with GOGIG and other market actors and stakeholders to provide key findings of the baseline to inform policy recommendations relevant to the six coastal districts.

4.3.5 Support Oil and Gas Industry

Fourth, WRCF will collaborate with the oil and gas, and power industry to provide evidence of community perception to support of corporate social investments and community outreach activities.
5. DIALOGUE STRUCTURE

5.1 What we knew already

5.1.1 Political engagement nationally

The Afrobarometer survey (Afrobarometer 2014), which measures levels of political engagement and trust in the government, has been run in Ghana from 1999 to 2013. On a national level, Afrobarometer data suggests that ‘a sizeable minority’ of Ghanaians engage in community meetings and actions. In 2012, 42% of respondents nationally had attended community meetings, 37% had joined others to raise an issue, and 4% had attended a demonstration or protest march. These numbers were all down an average of 7% from data in 2002 (Armah-Attoh et al. 2014:3).

The Afrobarometer also found that 13% of Ghanaians had contacted an MP, 31% a local counsellor, 14% a local party official, and 10% a Ministry official in the last year. These numbers were up an average of 4% from data in 2002 (ibid.). This information was not broken down by region.

Over the same time period, perceptions of corruption amongst public officials have increased nationally, and in 2012 around 85-90% of respondents viewed various public officials as corrupt (ibid. p.4).

5.1.2 Political engagement in the Western Region

The Western Region is generally the most negative in terms of trust of public institutions and perceptions of corruption. According to the Afrobarometer survey, “most Ghanaians have ‘little’ or ‘no’ trust in public institutions and officials.” Over time this proportion has increased, and the Western Region has been more negative than the national average on all measures. According to the latest round of Afrobarometer data, in 2013, the Western Region:

- Is one of the four regions that least trusts public institutions,
- Is the region that least trusts information from government sources, with 70% of respondents trusting government sources ‘a little’ or ‘not at all’,
- Is the region that most perceives public bodies as corrupt, with 93-96% of respondents saying ‘some’, ‘most’, or ‘all’ government officials, 85% of religious leaders, and 89% of traditional leaders, were corrupt,
- Is the region that most strongly believes corruption increased in the previous year, with 84% saying ‘a lot’ or ‘somewhat’, and most strongly believes that the government’s performance in fighting corruption has been ‘bad’ or ‘very bad’ (89% of respondents) (Afrobarometer 2014).

5.1.3 Dialogue Structure

Afrobarometer interpreted this data as suggesting that “Ghanaians are willing to attend community meetings and join others to raise issues, but they do not have the chance to do so. For example, 58 percent of Ghanaians have never attended a community meeting and 63 percent have never joined others to raise issues in the past year. However, 42 percent and 37 percent of those same respondents, respectively, answered that they would do so if they had the opportunity” (Armah-Attoh & Robertson 2014:2).

5.2 What we found out

5.2.1 Methodology

In order to test the effectiveness of the dialogue structure, the CPSES sample was split between communities that had participated in WRCF sponsored community dialogues in 2015-16, and those
that had never had a WRCF community dialogue. Respondents were also individually asked whether they had participated in the WRCF dialogue structures. This structure provided a quasi-experimental means of comparing the opinions of respondents who have directly participated in the dialogue structure, as well as those from communities targeted by the dialogue structure, with those who had not.

This yielded three different analytical categories:

- 10% (n=241) of heads of household surveyed in the coastal districts had participated directly in the WRCF community dialogue structure, regardless of whether they lived in communities targeted by the intervention.
- 45% (n=986) of heads of household lived in communities where the dialogue structure was present, but had not directly participated.
- 45% (n=1003) of heads of household lived outside targeted communities and had never participated.

5.2.2 Potential selection biases

5.2.2.1 Individual biases

One explanation of differences between dialogue participants and others in targeted communities is that dialogue participants have a higher level of political engagement, and are more likely to have stronger opinions on issues regardless of dialogue participation. WRCF found some evidence of this.

Heads of household who participated directly in the WRCF dialogue structure were more likely than non-participants to have contacted certain local officials about an important problem or to express their political views, namely political party officials and traditional leaders. WRCF participants were also more likely to have gone in a group rather than alone, to have raised a community issue vs. a personal issue. This points towards a slight individual selection bias, as people who are more likely to address community issues in groups are also more likely to participate in the WRCF dialogue process.

However, when an index of political engagement\(^6\) was constructed, weighted by different local officials contacted as well as frequency of contact, there was no overall statistically significant difference in political engagement between dialogue structure direct, indirect, and non-participants.

5.2.2.2 Community biases

One explanation of differences between the characteristics of target and non-target communities – the criterion by which the sample was split – is that the WRCF community identified target communities as those that were most likely to be affected by the oil and gas industry. Although there were no recognizable patterns in terms of demographic differences between target and non-target communities, it may be that the impact of the oil and gas industry is indeed higher in those communities identified for WRCF intervention.

5.2.3 Overall community perceptions

Similar to the Afrobarometer findings for the Western Region, CPSES survey respondents have highly negative perceptions of politics and economics:

- 81-82% of respondents feel that the country and the Western Region are going in the wrong direction, and the a similar percentage rate the economic situation in the country, the Western Region, and the community in which they live as very bad or fairly bad.

\(^6\) See the Technical Annex for a description of the methodology used to construct the political engagement index.
5.2.4 Local government priorities

CPSES data confirmed the main issues raised through the dialogue structure in 2015, of which education, health, and infrastructure were mentioned most frequently. An additional issue, investment promotion or support for businesses, was not captured through the dialogue structure but was mentioned by 41% of female and 33% of male heads of household.

Table 10 First and second mentioned priorities for local government spending, by gender

There were no substantial differences in terms of priority issues mentioned by direct participants in the dialogue structure, compared to non-participants in target communities and non-participants in non-target communities. This suggests that the dialogue structure accurately represents the communities of the population as a whole in target communities and across the six coastal districts.

5.2.5 Effectiveness of the dialogue structure

According to recent Afrobarometer data, the Western Region is amongst the most negative in terms of trust of public institutions and perceptions of corruption. While the CPSES survey mirrored these findings, the CPSES provided evidence that respondents from communities that have participated in the WRCF dialogue structure had significantly less negative perceptions that they were listened to by local government and other local actors than non-target communities.

5.2.6 Inclusive community decision-making

The survey provided evidence that decision-making processes in WRCF target communities were perceived as more inclusive than in non-target communities:

- 37% of respondents from target communities reported that the local government reported back to the people ‘well’ or ‘very well’, compared to 26% of respondents in non-target communities.
- 44% of respondents from target communities reported that people like them were listened to by community or traditional leaders ‘often’ or ‘always’, compared to 30% of respondents in non-target communities.
- 46% of respondents from target communities reported that people like them were listened to by NGOs ‘often’ or ‘always’, compared to 23% of respondents in non-target communities.

The survey also provided evidence that direct WRCF dialogue participants had more positive perceptions of oil and gas participation in their communities:
8% of direct participants thought that the oil and gas industry was investing in their community, compared to 4% in target communities and 1% in non-target communities.

17% of direct participants thought that the oil and gas industry consulted with their community, compared to 8% in target communities and 3% in non-target communities.

5.2.7 Perceptions of the oil and gas industry

The CPSES survey revealed that while community perceptions of the oil and gas industry were highly negative overall in the six coastal districts, communities targeted by the WRCP dialogue structure were significantly less negative than those that were not. This evidence supports the programme logic that the dialogue structure is a mechanism to positively influence community perceptions of the oil and gas industry.

10% of respondents from target communities felt the oil and gas industry ‘often’ or ‘always’ listened to people like them, compared to 5% of respondents in non-target communities,

16% of respondents from target communities felt the oil and gas industry considered community opinions, compared to 5% of respondents in non-target communities,

7% of respondents from target communities felt the relationship between their communities and the oil and gas industry was positive, compared to 2% of respondents in non-target communities.

Looking at perceptions of the impact of the oil and gas industry as a whole, direct dialogue participants were more likely to have more positive and more negative opinions, compared with others in target communities and non-participants. Direct participants were, on average, about half as likely to respond ‘don’t know’ to this question series. This analysis suggests that the dialogue structure may contribute to participants being more opinionated and feeling they understand issues discussed. WRCP Dialogue Platform is intended to facilitate consensus, which accentuates polarization of individual opinions.

Table 11 Perceptions of oil and gas industry, by respondent involvement in dialogue structure
There were several areas where respondents from WRCF targeted communities expressed significantly more negative opinions of the oil and gas industry than in non-target communities:

- 24% of respondents from target communities reported that Paramount Chieftaincies were going in the right direction, compared to 34% of respondents in non-target communities.
- 33% of respondents from target communities reported the oil and gas industry had a negative impact on the environment, compared to 17% of respondents in non-target communities.

5.2.8 Sources of news

The WRCF dialogue structure supplements its messaging through message boards and radio, television, and online content. The CPSES asked respondents where they got their news, and how frequently.

- Television and radio are the most popular sources of news, with 46% of respondents getting news from them every day.
- 87-88% of respondents never get news from newspapers, the internet, or social media.
- Male heads of household were bigger consumers of news media. 70% of male heads of household got their news from television a few times a week or every day, compared with 60% of female heads of household. Likewise, 80% of male heads of household got their news from newspapers a few times a week or every day, compared with 64% of female heads of household. Given low reported education levels for female heads of household, education may be a confounding effect.

5.3 What we will do

5.3.1 The dialogue structure will address certain problem areas

CPSES survey data provides evidence that the dialogue structure is successful in changing community members’ perceptions of the inclusivity of decision-making in their community and the oil and gas industry. However, the CPSES has also highlighted that in two separate areas – the perception of Paramount Chiefs and oil and gas industry’s impact on the environment – dialogue participants are more negative than other community members.

The Dialogue Structure team understands that community perceptions towards Paramount Chiefs may be negative because the community may feel that the revenue negotiated for the communities has not matched high expectations. The team further understands that perceptions towards negative environmental impacts comes because target communities are on the coast, where environmental impacts are more visible, and the community has sometimes wrongly attributed environmental issues as having negative impacts (i.e. flaring) or as attributable to the oil and gas industry (i.e. decline of fish stocks). In both cases, some of the difference may also be attributable to selection bias, as the Dialogue Structure has intentionally targeted communities it has thought would be most impacted by the oil and gas industry and associated issues, so these communities may have had more negative attitudes initially than those used for comparison.

Going forward, the dialogue structure will focus on the issues raised and monitor opinions amongst dialogue participants more frequently to see whether perceptions on these issues turn more positive.

5.3.2 The communications team will adapt messaging to appropriate mediums

The CPSES data reveal that radio and television are the primary sources of news, and that very few beneficiaries in target regions get their news from newspapers, social media, or the Internet. Combined with socio-economic data showing that 28% of beneficiaries and nearly half of female
heads of household have no formal education, and another 38% are only educated up to primary level, it can be inferred that the majority of the target population have difficulty reading.

The dialogue and communications teams will work to make messaging more audio-visual, including audio and visual messages and an emphasis on radio and television. The communications team notes that newspaper, social media, and the Internet remain important media to reach out to other stakeholders, including government, donors, and industry.
Annex 1 Technical Annex to the CPSES Baseline Report

OVERVIEW

This annex aims to provide information needed to interpret the data gathered through the Western Region Coastal Foundation (WRCF) Community Perceptions and Socio-Economic Survey (CPSES) baseline.

INTRODUCTION

Background to the WRCF

The Western Region Coastal Foundation (WRCF) is a programme supported by DFID and managed by DAI to encourage an effective dialogue between oil, gas, and power (OGP) companies, local communities, and the government in six districts in the Western Region in Ghana to identify and resolve issues facing these communities. WRCF supports pilot and scaling-up of interventions and provides technical assistance and related services to industry-led corporate social responsibility (CSR) initiatives as well as government, development partner and donor funded socio-economic development initiatives. WRCF’s Dialogue Platform works to build trust between communities, government, and industry in the six districts and to help government and industry develop interventions so that the communities can have increased stability and improved socio-economic development prospects in the Western Region.

Background to the CPSES

The purpose of the Community Perceptions and Socio-Economic Survey (CPSES) is to provide demographic, socio-economic, and perceptions data and to provide perception data on challenges to M/SME business growth from the area in which the WRCF works. Although several long-running surveys of the Ghanaian population exist, the timing and level of detail are not sufficient for WRCF objectives.

The first objective of the survey is to reliably measure household poverty, income and employment, as well as citizen perceptions of political stability, oil, gas, and power industry operations, and local government in the six coastal districts of Western Region. This information will be used as a benchmark against which programme progress and achievements can be measured and evaluated.

The second objective of the survey is to better understand the needs of citizens in the six coastal districts, including identifying communities with poverty or food vulnerability, challenges to SME business growth, barriers to business, and perceptions of inequality. Information from the CPSES will be combined with other data to better inform development interventions in the Western Region, and so that the WRCF is seen as a centre of knowledge and information.

The survey incorporates questions from the Ghana Living Standards Survey (GLSS), including household expenditure on food, housing, household asset ownership, access to services including drinking water, and adequate toilet and electricity, as well as questions from the Afrobarometer survey on levels of community and political participation and perceptions of corruption. The survey also incorporates various human development indices such as access to health and education as a measure of poverty. The survey includes questions on perception of challenges to M/SME business growth. These indicators will be applied to measure poverty in each of the six coastal districts.

The survey has been conducted face-to-face in local languages in households within communities randomly selected in each of the six coastal districts of the Western Region of Ghana.

Summary of survey technical design

The first round of the CPSES survey was administered to 2,230 households across six coastal districts in the Western Region. This exceeded the target sample size of 2,052 households across 228 communities divided equally amongst the six districts.
The target sample size of 2,052 households was chosen after looking at the variance across similar data capturing socio-economic variables and political opinions in the Western Region. Based on this variance, the survey team determined that the target sample size would provide estimates of binary variables that were 95% likely to be within +/- 3% points of the true population mean at the overall programme level.

This means that when survey reports that 82% of respondents thought that the Western Region in general was going in the wrong direction, 19 times out of 20 the response of the entire population is between 79% and 85%.

This margin of error is greater when looking at subgroups within the survey, so figures for respondents from WRCF communities have around a +/- 5% margin of error, while figures for individual districts have around a +/- 7% margin of error.

Overall results were weighted by the population of the six districts and the communities in the sample, to provide more accurate estimates of the programme target area of the six coastal districts as a whole.

**Research questions**

Survey content and baseline analysis for the CPSES were driven by the following research questions.

<table>
<thead>
<tr>
<th>Table 1: CPSES research questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research question</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>1a</td>
</tr>
<tr>
<td>1b</td>
</tr>
<tr>
<td>1c</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>2a</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
</tbody>
</table>

**METHODOLOGY**

**Survey content**

The CPSES survey was designed to gather demographic, socio-economic, and perception data from the survey sample. It incorporates and builds on long-running national survey material to both adapt tried and tested questions and provide a basis of comparison. Survey specialists from the University of Reading (insert reference to why they are relevant – e.g. experts in survey design in Ghanaian context) were engaged to provide statistical and contextual advice as to how to best measure intended concepts.

The survey is divided into 14 sections. An overview of each section is provided below. Sources are identified in the section following.
# Table 2: Overview of the CPSES Survey content

## Respondent and household demographics

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Source(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Consent, assessment of the respondent’s socio-economic situation (filled out by enumerator)</td>
<td>PPI</td>
</tr>
<tr>
<td>1</td>
<td>Basic demographic information about the head of household, including gender, education and tribal affiliation, and marital status</td>
<td>GLSS6</td>
</tr>
<tr>
<td>2</td>
<td>Household roster for basic demographic information about the rest of the household, including household size, gender, relation to the head of household, education level and marital status</td>
<td>GLSS6, CWIQ</td>
</tr>
</tbody>
</table>

## Household assets, employment, and poverty

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Source(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Household asset register</td>
<td>GLSS 6, PPI</td>
</tr>
<tr>
<td>4</td>
<td>Food consumption and food vulnerability</td>
<td>CFVSA</td>
</tr>
<tr>
<td>5</td>
<td>Household employment, including sectors worked, whether employed or self-employed, and whether received payments in cash or in-kind</td>
<td>GLSS 6</td>
</tr>
<tr>
<td>5A</td>
<td>Module on barriers to small enterprises, administered to households who own or intend to start a small business</td>
<td>GEM</td>
</tr>
<tr>
<td>6</td>
<td>Detailed questions about household expenditure by category, including food, leisure, education, dwelling, finance, agriculture, and appliances</td>
<td>GLSS 6</td>
</tr>
</tbody>
</table>

## Perceptions of local political actors

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Source(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Economic conditions, major problems faced at national and local level, and effectiveness of local leaders, NGOs, and oil and gas companies</td>
<td>AB</td>
</tr>
<tr>
<td>8</td>
<td>Perceptions of local security</td>
<td>AB</td>
</tr>
<tr>
<td>9</td>
<td>respondent’s level of political engagement</td>
<td>SHaSA</td>
</tr>
<tr>
<td>10</td>
<td>respondent’s opinions of how oil revenues should be spent</td>
<td>GOGIG</td>
</tr>
<tr>
<td>11</td>
<td>extent to which the respondent has been involved in the WRCF dialogue process</td>
<td>CPSES</td>
</tr>
<tr>
<td>12</td>
<td>Perceived positive and negative effects of the oil and gas industry’s involvement in their community</td>
<td>AB, CPSES</td>
</tr>
</tbody>
</table>

## Contact details and quality assurance

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Source(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Respondent contact details, misunderstood or sensitive questions (filled out by enumerator)</td>
<td>CPSES</td>
</tr>
</tbody>
</table>

### Sources of survey content

Most of the content for the CPSES was adopted or adapted from several publicly available large-scale representative surveys that have been administered in Ghana. The advantages of adopting existing survey content include benefitting from previous field testing of question wording, data analysis, and validity, and comparability of results with questions from these surveys. Surveys incorporated include:

- The latest version of the Ghana Living Standards Survey (GLSS), version 6 (2012/13)
- The 2012 Progress out of Poverty Index (PPI) for Ghana,
- The 2012 Global Enterprise Monitoring (GEM) survey,
- The latest round of the Afrobarometer survey (AB), administered in 2014
The 2014 Harmonised Module on Democratic Governance, from the Strategy for Harmonisation of Statistics in Africa (ShASA)

The World Food Programme’s Comprehensive Food Security and Vulnerability Analysis (CCSVA)

The Ghana Living Standards Survey (GLSS 6) is a nationally and regionally representative survey of 18,000 households across 1,200 enumeration areas. The survey is designed to generate information on living conditions in the country, including education, health, employment, household expenditure and household income.

The Progress out of Poverty Index (PPI) is a ten-item survey developed separately for each country which identifies the ten factors most highly correlated or predictive of household poverty. For Ghana, Schreiner identified these factors from the Ghana Living Standards Survey 6 (2012/13). All ten items from the Ghana PPI are included in the CPSES so this measure can be replicated. The PPI also suggests definitions of poverty based on the government’s definitions and its own analysis.

The Global Entrepreneurship Monitor (GEM) is a long-running study of entrepreneurship across over 100 countries, including Ghana. Its Adult Population Study survey aims to gauge the level of entrepreneurship amongst the adult population, as well as to identify potential barriers for setting up small businesses.

The Afrobarometer (AB) is a nationally representative survey of public attitudes about democracy, governance, economic conditions, and related issues in more than 35 African countries, including Ghana. It allows comparison of public attitudes both between African countries and over time. The CPSES adapted questions from the Afrobarometer to be used at the regional and community level.

The Strategy for the Harmonization of Statistics in Africa (ShA-SA) is an initiative to coordinate the production of quality comparable statistics in Africa. It has developed a harmonized module on democratic governance to be incorporated in national level government surveys. The CPSES has adopted questions on voting, association membership, and perceptions of corruption.

The Comprehensive Food Security and Vulnerability Analysis (CFSVA) was run by the UN World Food Programme and the Government of Ghana in 2009 and 2012. It was designed to be able to identify patterns of food vulnerability by district across Ghana, but particularly in the three northern regions.

Ghana Oil and Gas for Inclusive Growth (GOGIG) is a DFID sponsored programme aimed at improving the management of Ghana’s oil and gas resources. Questions around the management and spending of Ghana’s oil revenues were developed with input from GOGIG and the DFID Governance Advisor.

Household poverty measures (AC)

Although the ideal measure of income inequality is the Gini coefficient, the M&E team determined that the economic data needed to calculate this measure would take a four hour survey module to collect. For reasons of Value-for-money and response burden, the team decided to use proxy measures of household poverty instead.

The team discussed how to best measure household poverty early in the survey design process. Expenditure was chosen over income for the following reasons:

- Income is difficult to measure directly using household surveys. In general, this is because respondents are reluctant to share details of income, and direct survey questions on income have amongst the highest rates of refusal. In the Ghanaian context, household income, particularly in rural or agrarian households, may be difficult for respondents to estimate, because it is cyclical, most households do not keep records or report income to tax authorities, and workers often get paid in-kind instead of cash.
An examination of Gini coefficient in coastal districts using GLSS data from 2005 and 2012 showed that changes in Gini coefficient for reported household expenditure were consistent amongst districts whereas changes in Gini coefficient for reported household income produced inconsistent results. This suggests that household expenditure is a better indicator than household income.

Indirect measures can still provide accurate information on household income and poverty levels. The CPSES household expenditure sections incorporates questions on household expenditure, household assets, individual working hours, and food vulnerability as indirect measures of household poverty.

**Measures of household poverty**

**Poverty incidence**

Poverty incidence, also called poverty headcount, is the first indicator used by the GLSS in its analysis. It measures the proportion of the population that is poor, i.e. below a certain poverty line, but does not indicate how poor they are.

**Poverty gap index**

The poverty gap index is the second indicator used by the GLSS for analysis. It measures the average percent by which individuals fall below the poverty line.

**Household expenditure**

The CPSES sought to replicate the GLSS method of measuring household poverty through household consumption and expenditure. Questions were developed from the GLSS 6 survey Section 9: Household expenditure.

**Food vulnerability**

**Extreme poverty definition**

The GLSS established two nutritionally-based poverty lines. These figures represent January 2013 prices of the Greater Accra region.

A lower poverty line of 972 Ghana cedis per adult per year. Individuals whose total expenditure falls below this line are considered to be in extreme poverty, since they would not be able to meet their minimum nutrition requirements even if they allocated their entire budget to food.

An upper poverty line of 1314 Ghana cedis per adult per year. Individuals consuming above this level can be considered able to purchase enough food to meet their nutritional requirements and their non-basic food needs (GSS 2014:7).

**Food consumption score**

The CPSES adapted the Food Consumption Score methodology developed by the World Food Programme Comprehensive Food Security and Vulnerability Analysis (CFSVA, Hjelm & Dasori 2012).

The CPSES gathered data on how many times in the last week each of the following items was eaten:

a. Rice  
b. Maize  
c. Millet, wheat, barley  
d. Potato, yam  
e. Wheat flour
f. Fish, poultry

g. Meat

h. Pulses, lentils

i. Eggs

j. Milk curd

k. Other milk products (cheese, etc.)

l. Butter, oil

m. Green vegetables

n. Other vegetables (aubergines, carrots, radish, etc.)
o. Fresh fruits

p. Dried nuts or fruits

q. Sugar, honey, sweets

Categories were the same as from the CFSVA, but examples were adapted to the Western Region with the help of local enumerators. Values ranged from 0-7 in each category, and a food consumption score (FCS) was then calculated by adding the values together. Thresholds for food vulnerability were adopted from the CFSVA:

<table>
<thead>
<tr>
<th>FCS</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-21</td>
<td>Poor</td>
</tr>
<tr>
<td>21.5-35</td>
<td>Borderline</td>
</tr>
<tr>
<td>35&lt;</td>
<td>Acceptable</td>
</tr>
</tbody>
</table>

PPI score and poverty likelihood

The baseline survey reports two measures of household poverty, the PPI score and estimated poverty likelihood. The PPI score is based on the Progress out of Poverty Index, which determines the ten factors most correlated with household poverty in a country according to the best available representative data. For Ghana this is the Ghana Living Standards Survey Round 6 (2012/13). A PPI score was first calculated for each household based on the 10 PPI factors; this was then converted to a poverty likelihood score using the tables in Schreiner 2015. The poverty likelihood scores for each household were then averaged to provide overall estimates for districts, etc. Because the PPI involves a likelihood and range, it is difficult to determine statistical significance for these figures.

Community perceptions

The community perceptions section of the survey broadly deals with respondents’ perceptions of the political and economic conditions of the country, the Western Region, and their own community. These were taken from Afrobarometer questions which have been asked in Ghana and other African countries at national and regional level, and so are comparable; they have been further adapted to ask at community level as well. The section also covers levels of actual political engagement and perceptions of local actors, including local government officials, NGOs, traditional leaders, the private sector, and the oil and gas industry.

Because of WRCF’s connections with the DFID sponsored Ghana Oil and Gas for Inclusive Growth (GOGIG) programme, the CPSES survey also asked respondents how oil revenues should be spent.

Because a number of questions were asked about different actions or actors, the M&E team developed a political engagement index and a political contact index as means to aggregate and compare this data between different survey groups.
Political engagement index

In order to determine whether there was a correlation between respondents who were personally involved in the WRCF dialogue process, or respondents from WRCF communities, and their reported level of political engagement, the M&E team developed a political engagement index comprised of whether, in the past year, respondents had:

- Joined others in your community to request action from government.
- Contacted the media, e.g. calling a radio programme or writing a letter to a newspaper.
- Contacted a government official to ask for help or make a complaint.
- Refused to pay a tax or fee to government.
- Participated in a demonstration or protest march.
- Gone on strike or taken strike action
- Signed a petition

The political engagement index ranged from 0 to 1, with 1 signifying that the respondent had participated in all seven activities within the last year.

Political contact index

The M&E team also developed a political contact index to measure the frequency with which individuals contacted public officials with problems. The index included whether, over the past year, individuals had contacted:

- An assembly man or woman
- A MP
- An official of a government agency
- A political party official
- Traditional leaders
- Religious leaders

The political contact index ranged from 0 to 18. For each activity, respondents were given one point for having contacted the individual ‘only once’, 2 points for ‘a few times’, and 3 points for ‘often’.

Piloting and final revisions

Piloting of survey instrument

Piloting testing of the survey instrument took place on the last day of training in communities not selected for the survey sample. Each enumerator administered one questionnaire. In addition, 3 supervisors administered the entire questionnaire while the remaining supervisors took turns shadowing enumerators. After the pilot, a debriefing session was conducted within groups and also at plenary to discuss challenges and phrasing issues.

The following issues emerged out of the pilot and were addressed:

- The protocol for selecting households and respondents was modified to ensure that only heads of household or primary food preparers would be selected as respondents. Previously, if neither the head of household nor the primary food preparer were present, enumerators could select another adult in the household. The pilot revealed that often these respondents did not
seem to have a good enough understanding of household expenditure to answer these questions satisfactorily. See the section on **Callbacks and substitutions protocols** below.

- The pilot survey was identified as taking 100-120 minutes to complete, and administrators were asked to flag sections which were lengthy or difficult to administer for removal.
  - Several enumerators identified the Food Security section (4.2 to 4.10) as long or difficult to administer. Because the survey included a shorter alternative measuring food vulnerability which tested better in the field, this section was removed.
  - The political stability section was found to be lengthy with a number of sensitive questions which dealt with issues at the national level. Given that the WRCF works only at local level, several questions on perceptions of democracy and political stability at national level were removed.
  - The above revision resulted in 7 pages being taken out of the survey material, or approximately 10% of the written length, making it possible to administer the survey in approximately 90 minutes as originally planned.

### Sample size and structure

#### Target population

The target population of the survey is households in the six Coastal Districts in the Western Region: Jomoro, Ellembelle, Nzema East, STMA, Shama, and Ahanta West. This is the area in which the WRCF runs development interventions.

#### Sample size selection, power and confidence interval levels (UR)

The CPSES has the dual objectives of generating programme data at outcome/impact level and identifying areas of deprivation and need to inform WRCF and other stakeholder programming in the Western Region. As such, the decision was made that the CPSES should be representative at district level, as data to this level of detail is not widely available through existing surveys.

The final sample size is based on a representative sample of the six programme districts based on a design effect calculated from similar Ghana Living Standards Survey (GLSS) and Afrobarometer data. It uses the standard assumptions of 0.8 power and 95% confidence interval (alpha). Based on this data, a sample size of 2,050 households was selected.

#### Margin of error

The sample size was selected so that the margin of error would be sufficient to track progress against logframe indicators over the duration of the programme.

The target sample size of 2,052 households was chosen after looking at the variance across similar data capturing socio-economic variables and political opinions in the Western Region. Based on this variance, the survey team determined that the target sample size would provide estimates of binary variables that were 95% likely to be within +/- 3% points of the true population mean at the overall programme level.

This means that when survey reports that 82% of respondents thought that the Western Region in general was going in the wrong direction, 19 times out of 20 the response of the entire population will be between 79% and 85%.

This margin of error is greater when looking at subgroups within the survey. Figures for respondents from WRCF communities have around a +/- 5% margin of error, so the finding that 37% of

---

7 Specifically, the team used the GLSS 2012/13 questions, ‘How competent do you find the local government (MMDA)’ and ‘To what extent does the government take into account concerns voiced by you, your household or people like you when making changes in rules, laws and policies affecting your businesses or activities?’ These variables were converted into binary indicators.
respondents from WRCF communities reported that the local government reported back to the people ‘well’ or ‘very well’, this means that 19 times out of 20 the response received from a similar survey of WRCF communities will be between 32% and 42%.

Figures for individual districts have around a +/- 7.5% margin of error, so a finding that in Jomoro district 36% of heads of household had received no formal schooling, this means that 19 times out of 20 a similar survey in Jomoro district will find that between 29% and 43% of heads of household received no formal schooling.

Cluster size selection

Using comparable questions from the GLSS, the M&E team estimated the inter-cluster coefficient for household expenditure and community perceptions questions at 0.12. The smallest cluster size which produces a design effect of less than 2 is a cluster of 9 households. The final sample therefore targets 9 households per community in 38 communities in each of 6 districts, and, for a total sample size of 2,052 households.

Target and achieved sample size

The survey exceeded its target sample size for households and fell slightly short for communities.

<table>
<thead>
<tr>
<th>District</th>
<th>Target Communities</th>
<th>Households</th>
<th>Achieved Communities</th>
<th>Households</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WRCF</td>
<td>Non-WRCF</td>
<td>WRCF</td>
<td>Non-WRCF</td>
</tr>
<tr>
<td>Ellembelle</td>
<td>19</td>
<td>19</td>
<td>171</td>
<td>171</td>
</tr>
<tr>
<td>Jomoro</td>
<td>19</td>
<td>19</td>
<td>171</td>
<td>171</td>
</tr>
<tr>
<td>Nzema East</td>
<td>19</td>
<td>19</td>
<td>171</td>
<td>171</td>
</tr>
<tr>
<td>Ahanta West</td>
<td>19</td>
<td>19</td>
<td>171</td>
<td>171</td>
</tr>
<tr>
<td>STMA8*</td>
<td>19</td>
<td>19</td>
<td>171</td>
<td>171</td>
</tr>
<tr>
<td>Shama</td>
<td>19</td>
<td>19</td>
<td>171</td>
<td>171</td>
</tr>
<tr>
<td>Total</td>
<td>228</td>
<td>2,052</td>
<td>224</td>
<td>2,235</td>
</tr>
</tbody>
</table>

Community selection

The WRCF community dialogue structure is the WRCF’s first and largest development intervention. Due to the importance of the dialogue structure, the M&E team decided to split the sample size equally between communities involved in the WRCF dialogue structure and those that have not. This means the survey had a further target of selecting 19 WRCF and 19 non-WRCF communities in each district. This quasi-experimental approach provides a means for the CPSES to test whether communities involved in the dialogue structure report perceptions which are significantly different from those that are not. The survey also identifies whether individual participants have participated in the dialogue structure.

The M&E team randomly selected WRCF and non-WRCF communities from a community list using simple random selection, meaning each community had the same chance of being selected. The data was weighted by population for the final analysis.

Issues with community selection

After finalizing the community lists, the team realised that two districts – Shama and Takoradi-Secondi – only had around 40 communities, and more than half of these communities were involved in the WRCF dialogue structure. Additional non-WRCF communities were therefore selected from the neighbouring districts to achieve the sample quotas.

* Sekondi-Takoradi Metropolitan Area.
Fieldwork dates

Fieldwork commenced on 7 August and finished on 21 August 2016. Non-WRCF households tended to be sampled before WRCF households.

Household selection and enumeration protocols

Community level protocols

Enumerators were instructed to follow set protocols in order to explain their presence in the communities and ensure random selection of households participating in the survey. As 2016 is an election year, they emphasized that they were not working for any political party or organisation. Enumerators first met with the traditional leaders/assembly members/unit committee members to introduce the purpose of the survey and receive permission to interview community members. In case of WRCF communities were there were some community volunteers, entry was much easier as community leaders were already aware of the project. Local leaders in turn provided enumerators with detailed geographical information on the communities, which were compared with Enumeration Area maps from the 2010 Census provided by the Ghana Statistical Service (GSS). The use of local maps proved to be helpful particularly in urban areas where community boundaries were blurred.

Enumerators reported the following problems in the field:

- The bureaucracy of the traditional system caused some delays. For instance, some chiefs refused to grant the team permission to conduct the survey on the day of visit, asking them to return in several days after they had informed community members.
- Interviewee fatigue was also noted in some communities. In some non-WRCF communities, some traditional leaders were initially unwilling to allow the team interview community members as according to them, they have attended a number of meetings and granted interviews without any tangible results. Enumerators were eventually able to gain access to these communities after explaining the purpose of the survey.

Household selection protocols

Enumerators followed the random walk method to select households within a community. The enumeration team first asked the community leader to help them determine the approximate number of households in the community. The enumeration team then randomly selected a community landmark and a direction to walk, then interviewed the first household and every $N_{th}$ household after $^9$ to achieve the target of 9 households per community.

Callbacks and substitutions protocols

Enumerators called back or substituted households based on the following protocol:

- Upon arrival in a randomly selected household, if neither the head of household (HoH) nor the primary food preparer (PFP) were present, then the enumerator attempted to substitute the household by going to the house next door and tried again.
- If neither the HoH nor PFP were present at the next household, then the enumerator went to the $N_{th}$ household as if the interview was completed. They then called back on the original intended household at a later time.
- If the target respondents at the intended household were still not present after two callbacks, then the supervisor substituted the household with one that was not included in the original sampling frame.

---

$^9$ The number of households skipped was calculated by dividing the total number of households in the community by the target number of 9 households. For example, if the total number of households in an EA is 90, the skip routine was computed as 10 (i.e. 90/9).
Rate of callbacks and substitutions

Failure to conduct repeated call backs can have an impact on the representativeness of a given survey since those who are easy to contact are likely to be different than those who require more calls. Characteristics of respondents who were more difficult to reach are mostly farmers, traders or market women, individuals employed outside the home, and those who lived alone. Households with young children were easier to reach.

Table 4 presents the number of call backs during the survey. In total 90 call backs was recorded representing about 4% of the interviews conducted. Out of the 90 call backs, 78 (86%) was successful after two call backs. In terms of substitutions, 81 households representing about 3% of the total sample were substituted for varied reasons. About two-thirds (67%) of the substitution was due to inaccessible communities while 19% resulted from terminated interviews. Households that could not be interviewed upon two callbacks constitute 15% of substitutions during the survey.

Call back rate was high during the first 3 days as enumerators were not familiar with the community and mode of social and economic organisation. Once they noticed the time in which most households were present at home, the success rate increased significantly.

<table>
<thead>
<tr>
<th>District</th>
<th>Callbacks (%)</th>
<th>Substitutions (%)</th>
<th>Reason for substitution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Community inaccessible</td>
</tr>
<tr>
<td>Ellembele</td>
<td>14 (3.7%)</td>
<td>3 (0.8%)</td>
<td>0</td>
</tr>
<tr>
<td>Nzema East</td>
<td>17 (4.6%)</td>
<td>31 (8.4%)</td>
<td>27</td>
</tr>
<tr>
<td>Shama</td>
<td>10 (2.6%)</td>
<td>24 (6.3%)</td>
<td>18</td>
</tr>
<tr>
<td>Ahanta West</td>
<td>18 (5.3%)</td>
<td>12 (3.5%)</td>
<td>9</td>
</tr>
<tr>
<td>STMA</td>
<td>20 (5.6%)</td>
<td>7 (2.0%)</td>
<td>0</td>
</tr>
<tr>
<td>Jomoro</td>
<td>11 (2.7%)</td>
<td>4 (1.0%)</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>90 (4.0%)</strong></td>
<td><strong>81 (3.6%)</strong></td>
<td><strong>54</strong></td>
</tr>
</tbody>
</table>

Survey administration protocols

Enumerators introduced themselves upon entry to the communities and selected households, identified themselves as working for JMK Consulting Ltd on behalf of WRCF, and explained the purpose of the research.

Enumerators then sought consent from the respondent to continue with the interview. Survey administration was standardised by the instructions set out in the WRCF questionnaire manual and survey implementation protocol, which enumerators practiced during training and piloting. Administration was further standardised and guided by computer-assisted personalised interviewing (CAPI), with question responses and skip logic programmed into tablets used for the interviews.

Enumerators were instructed to ask the questions exactly as it appeared on the questionnaire, and to maintain the tempo of the interview, in particular by avoiding long discussions of the questions with the respondents and avoiding sensitive discussion on politics. Enumerators were instructed to remain neutral throughout the interview process not expressing surprise, approval or disapproval about the answers given by the respondent and by not telling them their opinion on the subject. Except for the household expenditure section, as explained above, the interview was conducted privately with each respondent. Interviews took 90 minutes on average to conduct.

Respondent selection for household expenditure and community perceptions portions

---

10 Some randomly selected communities were extremely remote or else due to weather or natural features could not be reached (communities accessible only by boat, roads washed out by rain). This was a particular issue in Nzema East and Shama.
The survey protocol recognised that while either the Head of Household or the Primary Food Provider were qualified to give information on demographics and political opinions, the Head of Household was more likely to have accurate information on details of employment and other household expenditure while the Primary Food Provider was more likely to have accurate information on household expenditure on food.

Although the survey was normally administered to one respondent at a time, when both the head of household and primary food provider were present they were jointly given the household expenditure portion. In instances where a female household head was also the primary food preparer in a household, the female household head fulfilled both roles and answered the entire questionnaire.

Overall, about 72% of primary food preparers responded to questions on food expenditure with the remaining 28% being household heads.

For the community perceptions portion of the survey, an equal proportion of male and female respondents was sought, as it was thought that political opinions might differ along gender lines. When both the head of household and primary food provider were present, one respondent was randomly selected to answer the community perceptions portion of the survey. This spread the respondent burden between two respondents and ensured an even gender distribution. All in all, 54% primary food preparers / adult females and 46% household heads / adult males answered the community perceptions section.

**Approach to Quality Assurance**

**Enumerator selection**

To ensure effective data collection in line with the proposed workplan, JMK Consulting recruited a project team of 42 enumerators and 6 supervisors. Minimum qualifications included either a Diploma or higher degree plus at least 2 years’ experience in data collection on at least four projects. All enumerators demonstrated minimal competence during training and piloting testing on the field. Of the final team, 42% were women, and 62% had at least a Bachelor’s degree.

**Enumerator training**

Enumerators were taking through four days of training starting at 8am and closing as late as 9pm. The first two days covered the survey content in detail, the third day included mock interviews, and the final day was reserved for pilot-testing the questionnaire. The training progressively built the enumerators’/moderators’ understanding of the study rationale, the data collection tools and its practical application in the field. During the training, participants were given the survey implementation guidelines, quality assurance protocols and timetable for the data collection. Enumerators were further made to develop a flowchart of the questions to identify the logic of the survey. Training included a detailed presentation of the entire questionnaire and discussion guide to ensure that the enumerators fully understand all questions and know how to register answers correctly. This understanding was deepened through simulation interviews and pilot testing on the field. These activities ensured that the selected team was competent in carrying out the enumeration task as well as uncovering challenges and difficulties relating to phrasing and terminology the actual data collection commenced.

**Dismissals**

There was one dismissal during training. This was because the enumerator was assessed to have lost fluency in their mother tongue which prolonged the pilot interviews unnecessarily. There were no dismissals during field work. One enumerator dropped out due to ill health.
Survey translation

Because of the prevalence of local languages in Ghana, and the lack of consistent written local language, simultaneous translation methods were used. The questionnaire was written and displayed in English, and then translated and practiced in local languages – Fanti, Ahanta, and Nzema – and discussed among participants who speak that language to ensure that terminological issues were addressed and consistent translations were used. During trainer, enumerators made sure that local language translations were comprehensible (especially relating to culture-specific concepts), appropriate in content and approach, and accurate (faithful to the source text and key facts). Challenges relating to phrasing and terminology were addressed before actual data collection commenced.

Sensitive or misunderstood survey

A few questions on national politics were deemed sensitive and were removed before commencement of the actual survey.

During the survey, some questions under the household expenditure section proved somewhat challenging for respondents to recall. Some respondents found it difficult to estimate how much the household has spent on travel (not including travel to school), holidays, funerals, festivals and other celebrations so they were guessing figures. Enumerators guided respondents in thinking through the expenditure items from daily to weekly expenditure before arriving at a figure per month or per year.

There were a few phrasing issues during the first three days of interview and this was addressed during daily debriefing by each team and discussion with field and quality assurance managers. Mistakes were shared across districts using a WhatsApp platform created for supervisors. These were discussed the next day prior to commencement of data collection.

Spot checks and back checks

Spot checks were conducted on 11.5% of interviews throughout the survey. This was implemented between the first and last three of data collection where errors normally occur. Supervisors also conducted an average of six shadow interviews per each enumerator.

In all cases, supervisor spot checks confirmed that interviews had taken place in the households visited and elicited information consistent with what was provided on the submitted questionnaire.

Back-checks were carried out on 5% of the surveys by the field manager and supervisors based on recommendation by the data analyst conducting daily reviews of submitted data. The back checks mainly focused on high reported expenditure data. Enumerators were first queried on these answers and where responses were not convincing the team proceeded to the field to interview the enumerator concerned validate the reported data. In over 99.1% of cases, the information provided was accurate. In the 0.9% of cases, respondent had provided the information but had not been guided properly thus making their first response and back check responses inconsistent. The field manager recommended additional spot checks and shadowing to be carried out on the affected enumerators to ensure they dig deeper to elicit correct information from respondents.

Challenges encountered during fieldwork

The following issues were encountered during fieldwork:

- **Low level of reception and responsiveness of some respondents:** Some community members were not receptive. They complained that too many surveys or interviews have been conducted by persons who claim are from NGOs but they have not benefitted from any of such surveys, though promises were made.

- **Uneven interactions with some selected households due to communication barrier:** In a few selected communities, local languages were a barrier. These communities were marked as
speaking one local language, but on arrival enumerators found that they were inhabited by a
different ethnic group and needed a different local language.

- **Unwillingness to provide telephone number for the survey:** The reluctance of some communities to avail or commit themselves to participate in the data collection exercise caused undue delays. A large proportion of the respondents felt reluctant to give out their telephone numbers for further back checks or future interactions. Pressing further for reasons behind this some respondents expressed the fear that their telephone numbers could be used for internet fraud.

- **Difficulty in data collection coordination by the supervisor**
  The vastness of the geographical area covered by some communities in the districts coupled with difficulty in accessing some of the targeted communities posed a challenge. In some communities particularly in Nzema East district, the supervisor has to shuttle between three communities with long distances and bad road networks. As a result, they left the communities very late in order to accomplish the daily spot checks and shadowing targets.

- **Difficulties in physically accessing communities:** Poor infrastructure in some selected rural communities led to delays or substitutions. For instance, in New Abelebo, enumerators were forced to use a motorbike due to the bad nature of the road and were involved in an accident, delaying survey work. Several rural communities in Shama and Nzema East were accessible only by makeshift bridges or canoes, and due to concerns about enumerator safety were substituted and replaced.

- **Timing of data collection:** The data collection exercise coincided with farming season. A lot of community members had gone to the farm during the day. In these cases, interviews started late and ended as late as 8pm. In some cases, respondents were reluctant to go through the survey for more than an hour. About 15 interviews were terminated at mid-point due to the unwillingness of enumerators to continue with the interview. Enumerators were substituted using the standard survey protocols by visiting the next household to start a new interview.

- **Unfavourable weather conditions:** The data collection exercise suffered delays due to hours of heavy rainfall in all six districts. The team had to work late due to bad weather conditions.

**Survey limitations**

The following limitations of the dataset are noted:

- **Respondent recall bias:** Because the survey was only administered at one point in time, respondents may be subject to recall bias, particularly on expenditure questions asking how much a household spent in a period of one month or one year. The CPSES survey was unable to fully follow GLSS methodology in recording household expenditure because it required multiple follow-ups to the same household. As a result, household expenditure may be biased, particularly towards recent expenses, and may not be fully comparable with GLSS data.

- **Timing:** Because the survey was administered at a certain time, between 7-21 August, certain questions may have been affected by seasonality or recent events. For example, it was known to be harvest season, meaning that reported household expenditure, linked to household income, may have been affected by seasonal fluctuations. In order to provide an accurate comparison, further CPSES waves will be conducted during the same time of year. Given that the survey was conducted in a national election year some three months before elections, when candidates have started campaigning in local areas, respondents’ perceptions of politics may be affected by recent positive or negative campaign events.

- **Margin of error:** Given the sample size, margin of error, and power level, the survey may be unable to record small changes in desired outcome indicators as statistically significant, particularly at district or community levels. This particularly affects expenditure and poverty
levels, where only small changes are expected and WRCF contributions are tiny. For instance, the CPSES may be unable to measure whether any recorded changes in expenditure or poverty between WRCF and non-WRCF communities is significant. WRCF contribution to increased net income will be measured primarily through development intervention monitoring, with the CPSES able to triangulate large gains.

Lessons learned for the next wave

- **Use proxy measures for household poverty**: Household income is problematic to capture as it may vary by season and household heads may be unable or unwilling to recall accurately. The Ghana Living Standards Survey attempted to proxy household income through measuring household expenditure. Although the CPSES included a full battery of questions on household expenditure, which took up a substantial portion of the interview, it was unable to fully match the GLSS methodology of measuring household expenditure at different times of the year and sending enumerators back to households every few days to increase accuracy of reporting. For the next wave of the CPSES, the team should consider the value of household expenditure data against the time it takes to collect, and consider using only the Progress out of Poverty Index (PPI) methodology as a simpler means of estimating household poverty.

- **The Dialogue Structure may no longer have a comparison group**: The Dialogue Structure currently works across 181 communities in the coastal districts with plans to expand further in the next few years. The enumeration team already fell short of the target number of non-WRCF communities for some districts because the WRCF was already working in most of the communities in these districts. The next wave of the CPSES may not be able to find sufficient numbers of non-WRCF communities to form a comparison group. If this is the case, an alternate variable, such as the level of involvement in WRCF Dialogue Structure, may be needed to test the extent to which the intervention has influenced community opinions.

- **The survey design may need to be modified in order to be able to evidence socio-economic gains attributable to the WRCF**: The logframe currently lists the CPSES as a cross-check on data for the first programme outcome indicator on providing jobs and increased income. The current survey design has provided baseline socio-economic data which is representative by district and by sector and sub-sector. However, because WRCF influenced economic development and livelihoods interventions were at an early stage during the baseline, no attempt was made to include communities or individuals potentially benefitting from these interventions to revisit in the second wave. If beneficiary numbers are large enough, the next wave could include quotas for respondents benefitting from WRCF influenced economic value chain interventions, as it has done this wave for beneficiaries of the Dialogue Structure. Otherwise, evidence of increased socio-economic data may need to come from intervention-specific monitoring and evaluation surveys.
Annex 2 References


Gender Studies and Human Rights Documentation Centre (GSHRDC). gendercentreghana.org.


