RESEARCH OBJECTIVES

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

- Purpose of visit
- Length of stay
- Expenditure patterns
- Impressions of South Africa
- Satisfaction

DEFINITION OF A TRAVELLER AND TRAVEL INCIDENCE

**Traveller**

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

A trip is defined as:

1. A trip that lasted at least 1 night but not more than 365 nights.
2. Not for relocation purposes.
3. Is not the same place that you visit more than a few weeks to see holidays or visiting friends and relatives.
4. Does not deliver goods and/or services and NOT paid for.

**Travel Incidence**

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

DATA COLLECTION METHOD

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

**DATA COLLECTION FOR DOMESTIC SURVEY**

**SAMPLE SIZE**

1,300 per month

**SAMPLE SIZE**

1. All EA’s per Province

**SAMPLING METHODOLOGY**

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

\[
P_{EA} = \frac{n_{EA}}{n_{P}}
\]

Where \( n_{EA} \) is the number of households in the strata (POPS), \( n_{P} \) is the number of households in the selected PPS and \( P_{EA} \) is the number of households in the selected stratum.

- **B**
  - Householder Selection and Substitution
    - Householder will be selected in each PSU for rural and eight households for urban areas once EA is spatially populated. Probability of selection is the same for each household within an EA and is calculated as follows:

\[
P_{HH} = \frac{n_{HH}}{n_{PSU}}
\]

Where \( n_{HH} \) is the number of households in the PSU.

- **C**
  - Respondent Selection
    - Once the household has been selected, the qualifying person to interview in that household will be determined using the Kish Grid.