Sampling in Developing Countries:

INTRODUCTION TO THE SESSION
Differences in the surveys in this session

Sample types
- Urban
- Rural
- Rural-Nomadic

Survey purposes
- Baseline and needs assessment
- Baseline for Random Control Trial (RCT) impact evaluation prior to T and C selection
- Baseline and endline for RCT

Human Capital
Commonalities in the surveys

- In person/ face-to-face
- Tight budgets
- Logistical challenges in carrying out listing and surveys
  - Transportation
  - Transmission of data
  - Quality control procedures
- Training Methods
- Survey process
- Data documentation (DDI)
List and GO!

BUILDING A SAMPLE FOR AN URBAN HOUSEHOLD SURVEY IN KENYA

SARAH HUGHES
Kenya Municipal Program Baseline Survey: the numbers

15 municipalities
2,087 Enumeration Areas
150,000 households listed
14,600 household surveys
35 minute tablet-based CAPI interview on
  - demographics, income, business ownership, infrastructure access, health status, educational access
56 interviewers
10 supervisors
2 languages
Sample plan

Use 2009 census data to select Enumeration Areas (EAs)

EAs identified as urban, peri-urban or rural and containing formal or informal settlement types.

1st stage sampling selected EAs from strata identified as informal (slum), urban-formal, peri-urban formal and rural

** BUT rapid urbanization renders census data out of date very quickly

2nd stage sampling: Carry out full household listing in each selected EA

EAs with more than 149 households are segmented and one segment is randomly selected for listing

Transmit listing data daily, sample selection based on actual household list
Census map
Purchased from National Statistical office
EA name and number printed on map
Dwellings outlined and numbered
Boundaries defined
Approximately 100 households per EA
Cluster guides for each listing team
Listing paths

Choose starting point

List all housing units on the right

Follow a continuous travel path

Make U-turns at end of segment or at dead ends
Listing multi-household dwellings

Name of household head, spouse

Description or address

GPS coordinates for each dwelling
Capture GPS
Quality control for sampling and for interviewing
Relatively accurate
Sample selection

Listing team synchronizes tablets to upload listed households
Supervisor confirms number of households per EA (QA step)
Central office uses algorithm to select specific households from each EA
Selected sample is synchronized to tablets of each interviewer
Interviewing takes place on Days Two and Three of List-and-Go cycle
Enumerators list household number on doorway

Interviewing took place one day after listing-by the same enumerators. But re-locating the selected household was not always easy. The threshold markings were vital for ensuring the selected sample unit was locatable for interviewing.
Challenges and obstacles

Rapid urbanization—requires segmenting

Disorganized spaces—difficult listing task

Transmission problems—checking that all listing data are uploaded before sample selection

Listing data quickly becomes obsolete—informal housing removed between listing and survey

Residents’ fears—informal housing to be razed or taxed

Safety concerns
Survey methodology resources

World Bank Living Standards Measurement Survey website

- 6-unit free online course
- Free CAPI software
- Data Documentation Initiative guidelines and software
- Harmonized datasets and variables from the LSMS

http://lsms.adeptanalytics.org/course/Home_eng.html
Questions?

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