Overview of Proposed Sampling Design

The sampling for the study will combine probability and quota sampling approach. That is the selection of PSUs, sectors/clusters, sector entry/starting point and household will be purely random. Selection of gender will be alternated between the two sexes in line with population split for the country.

All other demographic characteristics – education, employments etc -will be allowed to fall out naturally from the sample.

Urbanization Split

The urbanization split is 19:81 in favour of the rural and fieldwork will follow this split hence there will not be need for post fieldwork weighting by urbanisation.

Respondent Age

As no age quotas will be set, the sample might need to be weighted to reflect the country's age if the data presents the need to. In this case, RIM weighting approach will be used.

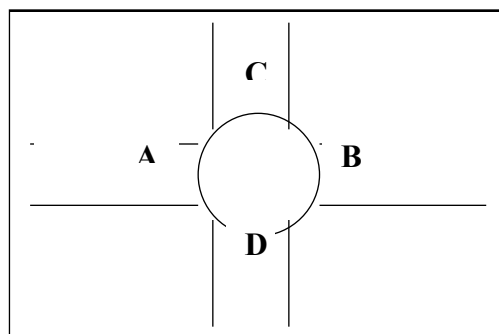**Sample selection**

Stage One: Selection of PSUs:

Within each selected region for each country, Primary Sampling Units (PSUs) will be randomly selected from a comprehensive list of PSUs to reflect the proposed urban-rural split.

Stage Two: Selection of Sectors:

Sequel to the selection of the PSUs, will be the selection of sectors within each PSU. This will be drawn from an draw from an exhaustive list of sectors using a table of random numbers to guarantee probability. The entry point into each sector will also be randomly determined by using a simple ballot system. This system involves the supervisor identifying and listing all visible entry points into a sector and the youngest interviewer in the team randomly selecting the entry point to the sector. The selected entry point becomes the starting point for the team.

Stage Three: Selection of Starting Points:

Upon entry into the sector, the supervisor establishes each interviewer's route walk by using the direction of the sun method. This method involves the interviewers dispersing in four different directions away from the sun. This is further diagrammatically illustrated below:

From this point on, the interviewer determines the starting point for his/her interviewing for each day of fieldwork by using the day's code to determine the first dwelling structure to begin with. A dwelling structure is a distinct floor of a residential building. Hence a single storey building will comprise two dwelling structures while a bungalow contains a single dwelling structure.

Stage Four: Selection of Households:

Within each dwelling structure, the interviewer determines the first household to begin with by using the household selection grid to randomly select the qualifying household. The household selection grid is a table of random numbers with listed alphabets from A to K on the rows, and figures on the column. The interviewer on entering a dwelling structure, counts the number of households in the dwelling structure, starting from the topmost floor if it is a multiple storey building, and then traces the total number of households counted against the alphabet pre-coded on his/her questionnaire. Where the two (number of households & alphabet) intersect is the household where the qualified respondent would be sought.

For the purpose of this study a household is defined as a group of individuals living together, who share a common feeding arrangement and who recognize a person as the head of the household. For an individual to qualify as a household member, he she must have stayed with the rest of the members for a minimum period of six months prior to the time of interview. House helps and visiting relations are not considered as part of the household.

Stage Five: Selection of Individual Respondents:

The final stage in the selection process will be the selection of the individual respondent within the selected household. This will be done using the age quota approach where the respondent to be interviewed will fall within a specified age group assigned to that particular call.

Sampling Interval

In between each successful call, a sampling interval of 1 in 5 will be observed in urban areas and densely populated rural areas, while a gap of 1 in 3 will be observed in low density areas. An interviewer will only observe a sampling interval after he/she makes an effective call.

Rules of Substitution/Refusals/Call backs

Only one interview is allowed per household and an interviewer is not allowed to substitute within the same household.

In cases of refusals (that is refusal on the part of the household or on the part of the selected respondent, the interviewer is expected to move to the next household and continue till he makes an effective call.

In case of the selected respondent is not at home at the time of the first call, the interviewer is expected to make two more call backs at the time that the interviewer is expected to be available.

Substitution will only be made after 3 unsuccessful visits have been made and only with the approval of the supervisor.