PROGRESS OUT OF POVERTY INDEX® CHECKLIST

Confirming the sampling strategy

PPI LEARNING SERIES

This checklist is for organizations that are collecting PPI data on the basis of sampling (i.e., doing a sample survey; surveying a sub-group of the organization's client population). Managers can use this checklist for a just-in-time review or refresher training with the organization's staff involved in PPI implementation. Your sampling strategy, as detailed in your PPI implementation plan, has a significant ripple effect across each phase of the PPI implementation cycle. A sound sampling strategy incorporating both technical (such as sampling method and sample size) and operational requirements (such as staffing, logistics, and quality control) has a positive ripple effect: it yields data that organizations can use to make important business decisions with a high level of confidence.

1. Review the sampling method (also referred to as sampling design).

- Define the rationale for the sampling method you are using (e.g. simple, random, cluster).
  - Why are you using this method? How does this method align with the goals of your implementation plan? How does this method help you address the questions or hypotheses stated in your implementation plan?
  - What are the main considerations specific to your organization that should be taken into account when using this method?
  - How are you ensuring that the method mitigates sampling error?
- Define the population you are sampling – all new clients; a representative sample of all new clients; all clients of select branches; a representative sample of all clients; etc.
- Determine the frequency with which the population will be sampled – at client in-take; once a quarter (or at some other fixed interval of time); each time there is a client-staff interaction; etc.
- Read Selecting a Sampling Methodology for Social Indicators (SEEP Network, 2009) to refresh your knowledge on sampling.

2. Double check the sample size.

- The size (number) of the population you are sampling must be statistically reliable with a defined level of confidence. Use the sample size calculator for your specific PPI to determine the minimum sample size with a defined level of confidence. Country-specific calculators are on www.progressoutofpoverty.org.

3. Review the training needs of your enumerators.

Notes

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- The success of your sampling strategy is a function of the ability of the enumerators (your organization's staff or consultants) to carry out the strategy. Prepare them for success – provide refresher and just-in-time training, paying particular attention to the topic of conducting interviews and scoring.

4. Review logistical requirements.

- The success of your sampling strategy is also a function of the organization's resources and logistical requirements implicit in the sampling method and sample size. A few questions to answer and make explicit are:
  - What are the logistical considerations related to your sampling method and sample size?
  - Who will your enumerators (those conducting the interviews) be? Staff? Consultants or other third parties? What training do they need? When do they need it?
  - How will scores be recorded? On paper in the field and then filed at an office? On paper in the field and then keyed into a database or spreadsheet at an office? On a mobile device in the field and downloaded to a database at an office?
  - What are the logistical requirements related to your quality control procedures, especially during the interview/data collection period?

Notes

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