**Non-user Survey Household Sample Selection**

The following describes the methodology for selecting households to be sampled for the Global Impact Study non-user survey.

**Overview**

The selection of households for the non-user survey consists of 3 parts:

1. Selecting 8-10 cities in which to sample
2. Selecting 2 areas in each city to sample
3. Selecting rural areas for sampling

The discussion below describes each step.

1. **Selection of Cities**

Select 8-10 cities that reflect a representation of the country. The selection of the cities should be drawn from the list of cities in the venue and user surveys (which effectively becomes the frame).  In addition, the selection of cities should follow the regional patterns already established for the user and venue survey sampling: for each region the largest city must be selected, while the second must be drawn randomly from all other ones within each region.

1. **Select 2 areas in each city to sample**

Within each city, randomly select 1) one area that has a relatively dense distribution of public access venues (4-5 close together), and 2) one area that has a relatively light distribution of public access venues (just one or 2 venues). To achieve this random selection, the team must first group all locations sampled in the user and venue surveys as PAV-dense or PAV-light, then randomly draw one PAV-dense and one PAV-light area.

Each area should be approximately 10 blocks x 10 blocks in size, with the public access venues located in the center. The actual strategy for creating this area and selecting households will be done in conjunction with the team based on local contexts. Therefore, we cannot prescribe at this point in time a static definition of the size and shape of the areas. However, you will be working with the Global Impact Study survey team to develop a plan for sampling households within each area.

From each of the two areas selected in each city, conduct an interview of one individual each at 18 households. That will total 36 interviews per city.

For additional reading on this type of methodology, see:

Bennett S, Woods T, Liyanage WM, Smith DL. 1991. A simplified general method for cluster-sample surveys of health in developing countries. *World Health Stat. Q.* 44(3):98–106.

1. **Selection of Rural Areas**

Select one rural area near each city randomly from the approximately five rural areas selected in the venue and user surveys. The rural areas should be close enough that it takes no more than one day to drive there and back from the city. Additionally, the rural areas should have been sampled in the user and venue survey.

At each rural area, interview one individual each at 4 households. That will total 4 interviews per rural area. See Option 1 below.

If for costs, timing and other operational efficiencies a country wishes to select randomly 5 of the 10 rural areas and double the sample (from 4 to 8) in each, that is acceptable. The key requirement is to have the sample sufficiently distributed – and it will be – and around the venues surveyed. See Option 2 below.

**Non-user Sample Distribution – Options 1 and 2**

|  |  |  |
| --- | --- | --- |
| **Location** | **Option 1** | **Option 2** |
| **Number of Questionnaires** | **Total Questionnaires** | **Number of Questionnaires** | **Total Questionnaires** |
| City 1 | PAV dense area | 18 | 40 | 18 | 44 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 8 |
| City 2 | PAV dense area | 18 | 40 | 18 | 44 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 8 |
| City 3 | PAV dense area | 18 | 40 | 18 | 44 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 8 |
| City 4 | PAV dense area | 18 | 40 | 18 | 44 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 8 |
| City 5 | PAV dense area | 18 | 40 | 18 | 44 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 8 |
| City 6 | PAV dense area | 18 | 40 | 18 | 36 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 0 |
| City 7 | PAV dense area | 18 | 40 | 18 | 36 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 0 |
| City 8 | PAV dense area | 18 | 40 | 18 | 36 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 0 |
| City 9 | PAV dense area | 18 | 40 | 18 | 36 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 0 |
| City 10 | PAV dense area | 18 | 40 | 18 | 36 |
| PAV light area | 18 | 18 |
| Rural area | 4 | 0 |
| **Total Number of Questionnaires** |  | **400** |  | **400** |