



# SD6: COBRA SAMPLING FRAME GUIDANCE NOTE

## STEPS FOR DESIGNING COBRA SAMPLING FRAME

One of the initial steps in designing the CoBRA field work is to develop the sampling frame. Sampling is used to select a subset of the population that can be interviewed as representative of a larger group. In general, sampling can be divided into two types: 1) probability sampling; and 2) non-probability sampling. Both seek to gather data that is representative of the larger population.

- **Probability sampling** uses a statistically significant sample of the study population. A sampling frame is designed in a manner to include all potential subsets of the population that are to be studied (e.g. separate subsets designated for different age, gender, wealth groups, etc.), and the sample size is determined on the basis of a mathematical calculation that allows the findings to be statistically referenced to the larger population, within a certain confidence interval
- **Non-probability sampling** also seeks to draw conclusions about the wider population, but without drawing statistical inferences about the relationship between findings and the larger population. There is no sample size calculation formula

For the purposes of CoBRA, non-probability sampling is recommended, as it is more suited to the nature of the data collection (e.g. focus group discussion) and questioning (e.g. open ended questioning) and it is more likely to be within the scope of available resources (e.g. time, financial budget). The sample frame for CoBRA should be designed to ensure representation from all relevant groups, e.g. geographic area under question, gender, age, livelihood zones, etc.

Basic steps to design a non-probability sampling frame are as follows:

Steps	Timing of Action
1. Identify the assessment target area	CoBRA Phase I Step 1
2. Break down the target area into smaller locations (e.g., administrative [sub-] divisions) with known population sizes. These are normally units of approximately similar population size	CoBRA Phase I Step 1
3. Classify the locations by livelihood zones	CoBRA Phase I Step 1 or Phase II Step 3: Training C5
4. List major shocks/stresses facing each location and their relative severity	Phase II Step 3: Training C5
5. List main services and interventions available to each location	Phase II Step 3: Training C6
6. Based on the sampling frame matrix with 1-5 detail (Table 1a & b), the assessment team identifies a set of sample sites to be used for data collection that provide a variety of: a) demographic characteristics (gender/age); b) livelihood zones; c) types and severity of shocks/stresses; and d) level of services and interventions.	Phase II Step 3: Training C8-C9

Normally where there is a reasonable number of facilitators participating in the assessment from multiple organizations, their combined local knowledge and experiences in the assessment area should be sufficient to complete the sampling frame matrix (See the Table on the following page). Where facilitators cannot complete the matrix for every (sub-)location, they can also consult with relevant resource persons using their networks. In the case where the necessary data for sampling frame in the assessment areas is all available in advance, the exact number and locations of the FGDs and KIIs may be pre-selected during Phase I prior to the field staff training.

Livelihood, shock/stress and service/intervention categories should not be too detailed but rather be strategic in order to better help select the sample sites. For example, those stresses (e.g. poverty, land degradation) and interventions (e.g., water) which are present in every location should be avoided. The services can be the ones offered by private sector, e.g. a large-scale commercial farm, processing plant, which may imply high levels of trade, labour and employment opportunities.

# SD6: CONTINUED

## INDICATIVE SAMPLING FRAME MATRIX

Locations		X						Y							
Sub-locations	Location 1	Location 2	Location 3	Location 4	Location 5	Location 6	Location 7	Location 8	Location 9	Location 10	Location 11	Location 12	Location 13	Location 14	
<b>Population</b>	1,600	950	5,000	3,600	1,200	1,100	3,200	2,500	6,400	6,800	4,000	1,600	4,600	6,900	
<b>Households</b>	380	230	1,150	850	280	250	740	640	1,500	1,600	920	370	110	1,600	
<b>Livelihood zone (Crop farming – CF, Fishery – F, Pastoral – P, Casual Labour – CL)</b>	CF/F	CF/F/P	CF/F	F/CF	F/CF	CF/P	F/CF/P	F/CF/P	CF/CL	F/CF	F/CF	CF/F/CL	CF/F	CF/F	
<b>Disaster</b>	<b>Drought</b>	xxx	xxx	xxx	xx	xxx	xx	xxx	x	xx	xxx	xxx	x	xxx	xx
	<b>Flood</b>	xxx	xxx	xx	xxx	xx	x	xxx	x	xxx	x	x	xxx	xx	xxx
	<b>Strong winds</b>	x	x		xxx						xxx	xxx			
	<b>Cholera</b>		xxx					xxx			xxx				xxx
<b>Interventions</b>															
Primary school	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Secondary school	x	x	x	x		x		x	x	x	x	x		x	
Tertiary education facility												x			
Health centre	x	x	x	x	x	x	x	x	x	x	x			x	
Hospital												x			
Tarmac Road	x		x			x			x			x		x	
Electricity supply	x	x	x	x		x	x	x	x	x	x	x	x	x	
Mobile phone coverage	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Livestock market												x			
Farming market	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Fishery market	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Banks		x										x			
Bank agents / mobile money	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Cash transfers	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Savings and credit groups	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Irrigation schemes		xxx		x			xxx	x						xxx	
Non Timber Forest Products			x		xx		x		xx	xxx	xx				
Non Wood Forest Products		xx				x	x		xx	xx	xxx				
<b>Service/ Intervention Level (High – H, Medium – M, Low – L)</b>															
<b># of FGDs</b>		5				10		10	10	10	5	5			
<b># of Kills</b>		5				10		10	10	10	5	5			