**Sampling**

*Sampling* is the process in which we decide <u>how many surveys</u> (size) to administer in our assessment, and <u>who specifically we should be surveying</u> (target).

The first key consideration is whether the survey instrument is quantitative or qualitative. For a Labor Market Assessment, typically only the business survey is quantitative.

Key considerations to consider regarding the <u>size</u> or our assessment includes:
- Assessment Purpose:
    - Will the results be used only internally or shared externally?
    - Are we assessing for program implementation, or to support a concept or proposal?
    - How much donor/partner oversight and involvement will there be?
- Size of assessment team, can be a limiting factor.
- Number of communities  / range of geography where we want to assess
- Logistic factors such as the targeted timeline for the data collection and overall assessment, and the organizational capacity of our team

Below is some sampling guidance for the three most commonly used LMA survey instruments.
1. <u>Business Surveys</u>: These are quantitative, and we should attempt to gather enough survey data within a single geographic cluster (city/town/neighborhood, etc.) or a single economic sector (market traders) to enable us to infer findings within that community among those surveyed.  When conducting business surveys we may be surveying a mix of identified and unidentified businesses:
   - <u>Identified businesses</u>: These are businesses who we specifically seek out, typically sourced through other program activity, desk research or personal contacts.
   - <u>Unidentified businesses</u>: These are businesses we will identify as we move through a community, either by observation or from a referral by another interviewee.  (see Snowball Sampling below)

2. <u>Focus Group Discussions (FGDs)</u>: These should be separated by gender, generally a minimum of 1 per gender per geographic cluster (city/town/neighborhood, etc.)

3. <u>Key Informant Interviews (KIIs)</u>: The sample size and sample targets will be dependent upon the assessment methodology and the context and varies widely between assessments.   For example:
   - Advancing Youth Project in Liberia, we set out goals of 5 KII per county, a total of 30 for the assessment.  Specific individuals or categories of key informants were not identified in advance, nor were specific interview targets.
   - FORSATY in Morocco identified 6 categories of key informants and completed 19 interviews in 5 of 6 categories.  Specific interview targets were not outlined in advance.

   It is important to note that KIIs should often be conducted by permanent program staff, as these are likely relationships and partnerships that make continue throughout the duration of the program.

A note about quantitative sampling: While the business survey for our LMA is a quantitative assessment, it is not considered statistically valid because we are not selecting our survey sample in a random manner.  Rather, we are selecting the businesses we are surveying based on our defined criteria (i.e. employment opportunities, lead firms, vibrant sector participation, existing relationships, etc.) Therefore, our results are going to be skewed and not statistically valid beyond the actual group we've talked to.  This means we can only infer findings (opportunity or challenges) for that group.  It also means we can quantitatively or statistically describe our findings, but only applicable to the population we surveyed, and not necessarily to the wider community.

Snowball Sampling: This is where one interview target is identified through stakeholder mapping or is based on a recommendations from previous interviewees.  This approach is most appropriate for KIIs and to a less extent for business surveys.

**C O N T A C T**
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