

Teleuse@BOP3 quantitative methodology note

1 Overview of methodology

The quantitative survey was undertaken in six countries among the following target groups:

Target group overview and fieldwork dates

<p><u>Target Group 1:</u> Individual users of telecom, randomly selected from household members at the bottom of the pyramid (household segment)</p>	<p><u>Target Group 2:</u> Two sub-groups of migrant workers (in low/semi skilled jobs):</p> <ol style="list-style-type: none"> 1. Those who had either worked overseas and interviewed within three months of returning home (overseas migrants); and 2. Local migrants who were currently living and working in cities away from home (domestic migrants)
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Diary placement:

In the **household segment**, the study collected data via a combination of face to face interviews and diary completion. Half the respondents were provided with incentives to maintain a diary to record details of all calls made during the seven days immediately after the interview and were subsequently re-visited to collect the completed diaries. At least one reminder was given to respondents via a combination of methods: telephone calls, revisits or SMS.

SMS usage was also captured in the diary. Capture of SMS data in the diary was complemented with questioning on *SMS use of the previous day* at (a) the end of the first visit interview (b) and when collecting the diary.

2 Target Groups

2.1 Household segment

The household segment target group was the same as that used in Teleuse@BOP2, the previous survey undertaken in 2006¹ in order to enable comparisons to be made.

The household segment interviews were undertaken among the following:

- Telecom users (those who have used a phone, either their own or someone else's, in the preceding three months) at the BOP, aged 15-60, male and female, from urban and rural areas (the phone type could be fixed land line at home work or elsewhere, own or someone else's mobile phone, public access phone or neighbor's phone).

The definition of SEC D and E is largely based on the occupation and education level of the chief wage earner in the household. There are some intra-country differences in the definition however, with income among other factors being included in the SEC. A summary of the definition criteria is given in the table below:

BOP definition criteria used in each country

Pakistan	SEC D and E, Urban → based on occupation and education level of the head of the household Rural → based on education level of the head of the household and type of House
India	SEC D and E, Urban → based on occupation and education level of the chief wage earner Rural → based on education level of the chief wage earner and type of House (wall and roof) SEC D and E in urban areas and R3 and R4 in rural areas
Sri Lanka	SEC D and E, based on occupation and education level of the chief wage earner
Bangladesh	SEC D and E, based on occupation and education level of the chief wage earner
Thailand	Household income and location viz. Urban / rural / Greater Bangkok
Philippines	SEC E, based on occupation of the household head, Household monthly income, household utilities,

¹ There were two differences in 2008, compared to 2006:

1. In 2006, Bangladesh was not covered
2. While the BOP was defined as SEC D or E households in 2006 for all countries, in 2008, the definition for the Philippines included only SEC E households, since SEC D+E accounted for as much as 90% of households

appearance of the house, housing and rental, housewife education
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Diary placement target group: Due to low literacy levels, especially in Pakistan, India and Bangladesh, literate household members (other adults or children) were co-opted to fill the diary of the selected respondent.

2.2 Migrant worker segment

The migrant worker segment was a new component in the 2008 study and teleuse habits and attitudes were captured via a face to face interview.

Both overseas migrants (working in countries in the Middle East or Southeast Asia as semi / unskilled workers) and domestic migrant workers (living and working in cities away from their home) were interviewed. Due to the small number of overseas migrants from within the BOP in Thailand, only domestic migrants were surveyed.

Migrants between the age of 15 and 60, who had sent money to their family members at least once a year, coming from SEC D and E households were interviewed in all countries. In Pakistan, due to the difficulty in meeting the quota of SEC D and E respondents², some migrants from SEC group C were also interviewed. Individuals between the ages of 15- 60 years were interviewed.

Definition of Domestic Migrant:

Individuals belonging to SEC D and E (and SEC C for Pakistan), who have left their home towns and are currently based in another town / state / province due to employment. These domestic migrant workers were individuals who were in touch with their parents or relatives in their home town and who sent money back to their family members. Domestic Migrants were selected from the employment sectors which contribute the most towards country's GDP. Domestic migrants were interviewed in the city they were working in.

Definition of Overseas Migrant:

Individuals belonging to SEC D and E (and SEC C for Pakistan), who had left their home country due to employment and returned (temporarily or permanently) within the three months preceding the survey. These overseas migrant workers were individuals who were in touch with their parents or relatives in their home town and who sent money back to their family members. Overseas migrant workers were interviewed at their residence in their home country.

Migrant worker definitions

Pakistan	Returnees from overseas in the last three months + domestic migrants
India	Returnees from overseas in the last three months + domestic migrants
Sri Lanka	Returnees from overseas in the last three months + domestic migrants
Bangladesh	Returnees from overseas in the last three months + domestic migrants
Thailand	Domestic migrants
Philippines	Returnees from overseas in the last three months + domestic migrants

3 Sample size and composition

3.1 Total sample size across all six countries

Outlined below are the total sample sizes for each country. Specific sample breakdowns by area are given subsequently.

In the household segment, a total of 9,538 interviews were undertaken with a total of 5,340 diaries being collected. In each country, the sample was divided equally by males and females (50% each)

Household Sample Size: SEC DE (BOP)

Country	Sample size		Margin of error @ 95% CL (± %)	Diary Sample (Min. 50% of sample)	
	Planned	Achieved		Planned	Achieved
Pakistan ³	1,800	1,812	2.3	900	895
India	3,200	3,152	1.7	1,600	1,814
Sri Lanka ⁴	900	924	3.3	450	505

² It was found that many Pakistani migrants often made improvements to the structure of their houses with their earnings soon after migration; since SEC classification in rural Pakistan takes into account housing structure characteristics, this immediately moves the household to a higher SEC group (see Annex).

³ Excludes tribal regions

⁴ Excludes North and East

Bangladesh	2,050	2,050	2.8	1,025	1,172
Philippines ⁵	800	800	3.1	400	461
Thailand ⁶	800	800	3.5	400	493
Total	9,550	9,538		4,775	5,340

In the migrant worker segment a total of 1,593 interviews were undertaken.

Migrant Worker Sample Size

Country	Males		Females		Total	
	Planned	Achieved	Planned	Achieved	Planned	Achieved
Pakistan	195	302	105	8 ⁷	300	310
India	320	351	80	72	400	423
Sri Lanka	100	88	100	122	200	210
Bangladesh	280	296	70	54	350	350
Philippines	100	100	100	100	200	200
Thailand	50	40	50	60	100	100
Total	1045	1177	505	408	1550	1593

3.2 Sampling methodology overview

Household segment:

Detailed country-wise sampling methodology details are given separately in section 5.

For the household segment, in countries where the survey was undertaken in 2006, the same geographic regions (Provinces, States) were covered in the 2008 study. In all countries except India, all regions were covered, In India, the majority of states were covered. In Bangladesh, the only country not covered in 2006, all regions were covered.

Multi-Stage Stratified Random Sampling was undertaken:

- Regions (States / Provinces / Districts) to be sampled (Primary Sampling Unit) were randomly selected. Regions (States / Provinces) to be covered were kept the same as in 2006 to enable comparisons
- Within each selected region urban and rural centers were randomly selected.
- Within selected urban and rural centers, starting points were randomly selected with a fixed number of interviews conducted around each starting point. The amount of starting points selected from each centre was determined in proportion to the population of the selected centre
 - With the first household, the interviewer contacted one household member within the unit and listed down all the members within 15 to 60 years old into a prepared Kish-grid.
 - The grid provides for recording the name and age of the said household members and the also selects in a random manner, the member of the household to be interviewed.
 - If the selected member was not available, the interviewer made an appointment to re-visit the house again.
 - If the member was available, the survey began with the screening section. If the selected member did not meet our intended criteria, the survey was closed and the respondent information kept in the contact sheet. The interviewer then moved on to the next unit based on the pattern stated in earlier section.
 - A turn-right (or left) ruling was administered in the event of reaching a junction/ end of the street

Migrant workers segment:

Purposive techniques such as snowballing, sampling in high migrant population centers were undertaken for the migrant worker booster interviews.

3.3 Weighting of data

For the household component, in all countries, to cater to relatively more heterogeneity in urban areas and more homogeneity in rural areas, disproportionate sample sizes were allocated with urban being oversampled in proportion to its population. To adjust for this disproportionate sample sizes, the data was re-weighted to reflect the correct SEC DE population mix in urban and rural areas.

⁵ SEC E only

⁶ SEC DE sample excludes Bangkok as the SEC DE population in Bangkok is very small

⁷ Pakistan Migrant sample: In Pakistan the incidence of female migrants was extremely low; male sample size was therefore increased accordingly

The weighting procedure involved the following steps:

1. SEC DE population in each country by urban and rural areas were obtained, by region / province (This information was obtained from Nielsen domestic data in most countries)
2. The incidence of SEC DE individuals aged 15-60 who had used a telephone in the last 3 months (i.e. meeting target group criteria) was obtained from the contact listings, by each fieldwork location (starting area around which interviews were contacted)
3. This incidence by each fieldwork location was totaled up to obtain an overall incidence for urban and rural separately for each region / province
4. The SEC DE population in each region / province was multiplied by the corresponding incidence (as a percentage) of the target group in this region / province
5. This produced the no. of SEC DE individuals in each region / province who met the target group criteria randomly
6. The total sample (which was skewed towards urban as explained previously) was then re-weighted according to the proportions of SEC DE individuals meeting target group criteria (i.e. as per the proportions in paragraph 5)

The migrant worker segment data was not weighted.

4 Fieldwork

Fieldwork, including 7 days diary placement, was conducted in October and November 2008⁸.

Interviews were conducted in the following languages.

Fieldwork languages

India	Hindi, Gujarati, Bengali, Tamil, Kannada, Assamese, Tripuri
Pakistan	Urdu
Sri Lanka	Sinhala, Tamil
Bangladesh	Bengali
Thailand	Thai
Philippines	Tagalog, Cebuano, Illongo, Bisaya, Cebuano

5 Country wise methodology details

5.1 Pakistan

5.1.1 Household segment

1 Sample Composition

Twenty one (21) cities and seventy six (76) villages from all four provinces of Pakistan were selected. The FATA/FANA areas were not covered due to security reasons. Similarly Azad Jammu and Kashmir (AJK), villages and military restricted areas were also excluded from the scope of this survey. Population of these excluded areas constitutes about 10% of Pakistan's total population. Hence the geographic coverage in this survey represents 90% of Pakistan's total population.

Sample composition by region

Province	Urban	Rural	Total
Punjab	430	456	886
Sindh	300	168	468
NWFP	100	168	268
Baluchistan	70	120	190
Total	900	912	1812

2 Sampling Methodology

Urban selection

⁸ In Bangladesh, due to inconsistencies in the diary data, respondents were revisited and a fresh set of diaries were placed among them in January 2009

Stratification of Cities: To conduct a survey in urban Pakistan, “Stratified Cluster Sampling” was adopted by PPS (Probability Proportionate to Size) technique to select the target number of cities.

This was done by dividing urban Pakistan into three strata on the basis of population, whereby:

- Stratum I → Cities with population more than one million
- Stratum II → Cities with population between 0.1-1 million
- Stratum III → Cities with population less than 0.1 million

Rationale:

Stratification of cities is important because it enables us to represent all types of cities either small or big to cater to diversity and heterogeneity in urban Pakistan.

Selection of Cities: The required number of cities was selected within each province and stratum using a systematic sampling technique called PPS (Probability Proportionate to Size). In this technique all the cities of the same stratum within each province were listed down. In order to find out the sampling interval the total population of these cities was divided by the required number of cities.

In the next step the first city was selected using the random number table. For selection of the rest of the cities, the sampling interval was added in the cumulative population of that city. In this way all the required number of cities was selected in each stratum in each province

Selection of Starting Points: A list of areas for all cities of Pakistan was developed. Based on the sample size, required number of areas (sampling points) was randomly selected in such a way that a total of five interviews (either male or female) were conducted in each area.

Once the area list was developed, one starting point (sampling point) was selected in each area. Starting points are any famous landmark, market, plaza, or important place that could be considered the centre of the area. Five interviews around each starting point were conducted. This provided a reasonable number of starting points in each city, thus, providing maximum geographical spread within the area.

Alternate starting points (sampling points) were selected from the list for male and female interviews.

Selection of Households (HHs):

For the selection of a household around a particular starting point Right Hand Rule (RHR) is used for female and Left Hand Rule (LHR) is used for male respondents. This enables to adopt a systematic procedure to minimize surveyor’s bias.

Selection of Respondents:

After the selection of the household, Kish grid was used for the selection of a male or female individuals of age 18 and above within that household. The use of Kish grid enabled to select the final respondent in the most randomized manner.

Rural selection

Selection of villages: For rural sample, villages were directly selected from the provinces such that 12 interviews are conducted in each village (10 in Baluchistan). Moreover, rural Pakistan has been divided into two strata on the basis of population.

- Stratum I → Villages with population more than three thousand
- Stratum II → Villages with population three thousand and under

Likewise selections of cities, villages within strata in each province were listed in their actual geographical order. Target no. of villages was selected through PPS.

Rationale: We selected villages directly from the provinces because it minimizes the sampling levels and therefore reduces the error margin. Moreover, it provides with the maximum geographical spread and more districts are covered.

Selection of Households: After selecting the villages, each village was divided into four hypothetical quarters. A starting point was selected in each quarter. Two starting points are selected for male respondents and two for female respondents. Three interviews were conducted around each starting point. A skipping of three households was made after one successful interview. Male and female surveyors are used for male and

females respondents respectively. For the selection of a household around a particular starting point Right Hand Rule was used for female and Left Hand Rule was used for male respondents.

Selection of Respondent: Once the household was selected, Kish grid was used for male or female selection within the household.

5.1.2 Migrant worker segment

The total sample achieved for this component was 310 interviews. This survey was conducted in pockets where the chances of finding the migrants were highest.

Overseas Migrant	100
Domestic Migrant	200
Total	300

Overseas migrants have mostly worked in countries such as Saudi Arabia, United Arab Emirates (Dubai/ Sharjah/ Abu Dhabi).

Local migrants are currently working in cities such as Lahore, Karachi, Faisalabad and Hyderabad.

5.2 India

5.2.1 Household segment

1 Sample Composition

India constitutes of 28 states, under six regions. Due to domestic conflicts, fieldwork is usually not undertaken in five states – Jammu and Kashmir, Arunachal Pradesh, Nagaland, Manipur and Mizoram.

The household segment covered 10 states representing five of these six regions. These 10 states represent almost 60% (59%) of India's reachable population (i.e. out of the 23 states that are not in conflict zones) and the five regions represent 92% of the reachable population. States covered in the survey are listed in **UPPER CASE** in the table below.

12 years and above population (All SEC Groups)

Region	State	12+ State Population (000s)	% of population accounted for by region	% of population accounted for by states sampled
North	Jammu and Kashmir			
	Delhi	12,686		
	UTTAR PRADESH	129,802		15.8
	Uttaranchal	6,842		
	Punjab / Himachal Pradesh	26,337		
	HARYANA	17,600		2.1
Total		193,267	23.6	
North East	Arunachal Pradesh			
	Nagaland			
	TRIPURA	2,567		0.3
	Manipur			
	ASSAM	20,955		2.6
	Meghalaya	1,840		
	Mizoram			
Total		25,362	3.1	
East	WEST BENGAL / SIKKIM	65,699		8.0
	Orissa	30,100		
	BIHAR	63,792		7.8

	Jharkhand	20,650		
Total		180,241	22.0	
West	RAJASTHAN	44,050		5.4
	GUJARAT	42,894		5.2
	Maharashtra /Goa	83,148		
Total		170,092	20.8	
Central	Madhya Pradesh	47,147		
	Chhattisgarh	16,217		
Total		63,364	7.7	
South	Andhra Pradesh	62,075		
	KARNATAKA	44,011		5.4
	TAMIL NADU	54,238		6.6
	Kerala	26,713		
Total		187,037	22.8	
Grand Total		819,363	100.0	59.3

The sample size achieved is given below.

Sample composition by region				
Region	State	Urban	Rural	Total
North	Uttar Pradesh	65	225	290
	Haryana	95	125	220
North East	Assam	50	270	320
	Tripura	65	155	220
East	Bihar	30	290	320
	West Bengal	65	125	255
West	Rajasthan	80	240	320
	Gujarat	110	110	220
South	Tamil Nadu	145	175	320
	Karnataka	110	110	220
Total		845	2355	3200

2 Sampling Methodology

Selection of districts

Districts were selected in each state depending on the District Development Index (DI) for that district. The DDIs were arranged in ascending order of value and then quartiles were calculated. One district each was chosen from 1st quartile, 2nd quartile and 4th quartile (least developed) randomly.

Urban Selection

One urban centre was randomly selected from each district chosen.

Sampling

- Around each starting point 4-5 house to house interviews were conducted for each starting point. In keeping with the sample size for the urban in that state, the number of starting points was determined.
- Only one respondent was selected from the household based on quota
- A skipping pattern of 4 households after each successful interview was followed

Rural Selection

For selection of villages, number of villages to be selected were equally distributed within these 3 districts. For example if 16 villages were to be selected, than 5 villages were selected from each district. The one extra village was assigned to the least developed district.

Villages having population of less than 300 as per Census 2001 of India were deleted from the database of the district. This was done primarily to have the sufficient number of households available for the survey. 16 households were sampled from each village, equally spread over 4 starting points in that village.

As a next step, all the villages having population of more than 300 were arranged in ascending order of population. After this as per the number of villages to be selected and number of villages having population of more than 300, we calculated the sampling interval.

For example, if there are 1,000 villages and number of villages to be selected is 5 then sampling interval was 200. The first village was randomly selected within the sampling interval figure. The second village was selected by adding the sample interval figure and so on. This was done to ensure that villages of all sizes get covered in the sample.

Sampling

- 16 interviews were conducted per village
- These were spread equally over 4 starting points
- Given that houses were not close to each other, a skipping pattern of 4 households was not applied to rural sampling across all villages. The next household was directly selected as houses were at a substantial distance from each other.

5.2.2 Migrant worker segment

The total sample achieved for this component was 423 interviews. This survey was conducted in pockets where the chance of finding the migrants were highest.

Overseas Migrant	120
Domestic Migrant	280
Total	400

Overseas migrants have returned mostly from countries such as Dubai, United Arab Emirates, Saudi Arabia, Nepal and Kuwait.

Domestic migrants are currently working in cities such as Rajasthan /Lakheri / Jaipur, Kotdwar, Delhi, Dhanera, Udaipur, Agartala, Nokha, Nowa, Coimbatore, Tirpur, Mihijam and Guwahati.

5.3 Sri Lanka

5.3.1 Household segment

1 Sample Composition

The provinces covered and the SEC DE tele-user sample in each is given below.

Sample composition by region

Province	Urban	Rural	Total
Western	100	200	300
Central	50	100	150
Southern	50	100	150
North Western +North Central	50	100	150
Uva + Sabaragamuwa	50	100	150
Total	300	600	900

2 Sampling Methodology

A Multi-Stage Stratified Cluster Sampling by Probability Proportionate to Size (PPS) technique was used to select the target number of urban and rural centers.

Following was the sequence of steps followed.

- Stratification of urban and rural centers within provinces
- Geographic ordering of centers in each cell (stratum in province)
- Selection of centers through PPS

Selection of centers through PPS

After determining the number of centers to be selected from each cell (strata in respective provinces), urban and rural areas were selected using PPS (Probability Proportionate to Size) technique using a constant population interval on geographically ordered centers within each cell.

For this purpose, the cumulative population of all geographically ordered centers was calculated within urban and rural areas of each province. To find out the sampling interval the total population of these centers was divided by the required number of cities to be sampled from that cell.

To select the first center, a random number was generated. The center where that random number fell was the first selected center. By adding the sampling interval to that random number, the next center was selected and so on.

Starting point, household and respondent selection

In each selected center, a common place such as a road, park, hospital etc. was the starting point for contacting households. Around each starting point, a maximum of ten interviews were conducted. The number of starting points were determined in accordance with the total number of interviews to be conducted in each center.

Around each selected starting point, households were selected using the 'Right Hand Rule' where every household falling to the right side of the street / footpath was contacted until a successful interview was conducted. A gap of two households in urban and one in rural was kept before moving on to the next household. This rule negates interviewer bias in selection of a household. Only one respondent was selected from one household.

In households with more than one valid respondent, the KISH grid (random number chart) was used to randomly select the respondent.

5.3.2 Migrant worker segment

The total sample achieved for this component was 210 interviews. This survey was conducted in pockets where the chances of finding the migrants were highest.

Overseas Migrant	100
Domestic Migrant	100
Total	200

5.4 Bangladesh

5.4.1 Household segment

1 Sample Composition

The regions covered and the SEC DE tele-user sample in each is given below.

Sample composition by region		
Region	State / Province	Total
Dhaka	Dhaka Metro	270
	Mymensingh	120
	Gazipur, Pubail	120
	Dohar, Zinzira, Manikganj	150
Chittagong	Chittagong City	150
	Comilla, Brahmanbaria	100
	Chandpur, Feni, Noakhali	140
Rajshahi	Rajshahi City	90
	Bogra, Pabna	90

	Joypurhat, Naogaon, Sherpur	150
Khulna	Khulna City	90
	Jessore	90
	Kushtia, Sathkhira	120
Barisal	Barisal City	90
	Jhalokathi, Pirojpur	90
Sylhet	Sylhet City	90
	Moulvibazar, Habiganj, Sunamganj	100
Total		2050

2 Sampling Methodology

Selection of Urban locations

Selection of towns / cities for the study was done at the region and pop strata level. The stepwise procedure for each population strata was as follows:

- First, separate town lists for each town class and region was prepared
- From each of these lists (representing one region in one population stratum) pre determined number of locations was selected with the probability of a town's selection proportionate to its population

Selection of Rural locations

Rural locations were selected through multi-stage selection procedure as follows:

- Stage 1: Urban and rural survey was conducted in the same districts; as 23 administrative districts from six regions, corresponding to the selected urban locations were selected. The main reason for this was to ensure standardized quality of data collection through using the same set of investigators for both urban and rural areas.
- Stage 2: Thanas (administrative sub-district) under each of the selected districts were selected randomly.
- Stage 3: Villages around the sadar Union of the selected Thanas were again selected randomly.

Selection of Household

- First, starting households were selected randomly.
- Around, each randomly selected starting point/cluster, a predetermined number of households were contacted and interviewed, leaving five and ten intervening household in urban and rural areas respectively.
- The Right Hand Rule was used for selection of households other than the Starting Point (SP) household. This rule states that after reaching the SP, the investigator has to go to the households falling on the right hand side.

Selection of Respondent

Respondents were selected randomly. First, in the selected household a list of eligible respondents was prepared in descending order based on the age. Having done so, the target respondent was selected by using a Kish table.

5.4.2 Migrant worker segment

The total sample achieved for this component was 350 interviews. This survey was conducted in pockets where the chance of finding the migrants were highest.

Overseas Migrant	175
Domestic Migrant	175
Total	350

Overseas migrants have mostly been to countries such as Kuwait, Malaysia, Saudi Arabia and United Arab Emirates.

5.4 Philippines

5.5.1 Household segment

1 Sample Composition

The SEC DE sample composition is given below.

Area	Urban	Rural	Total
Metro Manila	200	0	200
Luzon	100	100	200
Visayas	80	120	200
Mindanao	90	110	200
Total	470	330	800

2 Sampling Methodology

1. The sample selection process used a multi-stage sampling where in the Municipalities were the Primary Sampling Units (PSU) and the Barangays were the Secondary Sampling Units (SSU).
2. The selection of sampling units were based on the total sample size. (10 respondents were interviewed per Barangay).
3. The allocation of Barangays (SSU) in each geographical area was made through Probability Proportional to Size of Eligible Population method by area.
4. The selection of Municipalities is done through an algorithm developed by Nielsen Philippines Measurement Science unit which took into consideration the population size of each Barangays of all Municipalities in the Philippines.
5. Once the Municipalities have been selected and the number of needed Barangays per municipality determined by the algorithm, the Barangays were randomly selected from the list of Barangays of the selected Municipality.
6. From a random start, sample respondent were selected using the kish grid

AREA	Sample Size	Barangays Selected
Metro Manila	200	20
Luzon	200	20
Visayas	200	20
Mindanao	200	20
Total	800	80

For the project 80 Barangays (20 for each major geographical area) were needed to cover the 800 sample size.
Note:

The Philippines is divided into a hierarchy of local government units (LGUs) with the province as the primary unit. Provinces are further subdivided into cities and municipalities, which are in turn, composed of barangays. The barangay is the smallest local government unit.

Municipality - A municipality is an administrative entity composed of a clearly defined territory and its population and commonly denotes a city or town composed of a small grouping of barangays. A municipality is governed by a mayor and a city council or municipal council. A municipality, upon reaching a certain requirements-minimum population size, and minimum annual revenue-may opt to become a city.

Barangay - The barangay is the basic political unit in the Philippines. A barangay may be created out of a contiguous territory which has a population of at least 2,000, except in cities and municipalities within Metro Manila and other metropolitan political subdivisions or in highly urbanized cities where such territory shall have a certified population of at least 5,000. A barangay is classified as urban if – (1) If it has a population size of 5,000 or more, then a barangay is considered urban, or (2) If it has at least one establishment with a

minimum of 100 employees, a barangay is considered urban, or (3) If it has 5 or more establishments with a minimum of 10 employees, and 5 or more facilities, then a barangay is considered urban.

5.5.2 Migrant worker segment

The total sample achieved for this component was 200 interviews. This survey was conducted in pockets where the chance of finding the migrants were highest.

Overseas Migrant	150
Domestic Migrant	50
Total	200

5.5 Thailand

5.6.1 Household segment

1 Sample Composition

The SEC DE sample composition is given below.

Sample composition by region				
Region	State / Province	Urban	Rural	Total
North	Chiangmai	50	50	100
	Phisanulok	50	50	100
South	SuratThani	50	50	100
	Songkhla	50	50	100
North East	Korat	50	50	100
	KhonKaen	50	50	100
Central	NakhonSawan	50	50	100
	Chonburi	50	50	100
Total		400	400	800

2 Sampling Methodology

Stage 1: Selection of PSUs

- The sampling design commenced with the selection of a Primary Sampling Unit (PSU) which were be selected by systematic sampling within the available sampling framework for the Provinces selected.
- For provinces with no existing sampling framework, the detail road map of the province, obtained from the Local Administrative Council was utilized. The map was then divided into a grid-matrix, and each grid was treated as a PSU for that province. Note that each PSU varies in terms of number of Dwelling Units

Stage 2: Selection of DUs within the selected PSUs

- The next step is within each selected PSU, a Dwelling Unit (DU) was selected as a starting point and again, this was done by systematic sampling.
- For provinces with existing sampling framework, each dwelling unit within the PSU was allocated a unique number.
 - A random number was generated and the DU correspond to that number was then be selected as the starting point. A skip every 3 DUs was administered
 - After approaching the first DU, regardless of whether it was a successful or non-successful contact, the interviewer then skipped 3 DUs and approach the DU+3 unit.
 - This was continued until the last DU on the skipping pattern had been utilized.
- For provinces without existing sampling framework, the DU selection and skipping pattern was not utilized as no detailed dwelling units and its specific location are available. Hence the following approach was utilized.
 - The starting point was manually selected and be based on certain identifiable points such as building, junctions, etc.
 - Once the starting point was identified, interviewer approached the next available DU on the right hand side as the first starting point.
 - A skip every 3 DUs was administered upon completion of the full length interview

Stage 3: Selection of Eligible respondents in the household

- Respondents were selected via a kish grid, which randomizes the respondent selection process

5.6.2 Migrant worker segment

The total sample achieved for this component was 50 interviews among domestic migrants. This survey was conducted in pockets where the chances of finding the migrants were highest.

Domestic Migrant	50
Total	50

Annex: Country SEC grids**1. Pakistan****Urban**

Occupation of Chief Earner	Education of Chief						
	Illiterate	Less than 5 classes	5-9 classes	Metric	Intermediate	Graduate	Post Graduate
Unskilled Worker	E2	E2	E1	E1	D	D	C
Petty Trader	E2	E2	E1	E1	D	C	C
Skilled Worker	E2	E2	E1	D	D	C	C
Non-Executive Staff	E2	E2	D	D	D	C	C
Supervisor	D	D	C	C	B	B	B
Small/Shopkeeper/Business man	D	D	C	C	B	B	A2
Lower/Middle Officer/ Executive	D	D	C	C	B	B	A2
Professionals (Self Employed or in Service)	A1	A1	A2	A2	A2	B	A2
Medium Businessman	B	A2	A2	A2	A2	A1	A1
Senior Executive/Officer	B	A2	A2	A2	A1	A1	A1
Large Businessman/ Factory Owner	A2	A2	A2	A1	A1	A1	A1

Rural

Education of head of household	Structure of house			
	Kuchha	Semi pucca	Pukka lower	Pukka upper
Illiterate	E	D	D	C
Up to primary	E	D	C	C
School 6-9 years	D	C	C	B
Matric	D	C	B	B
Intermediate	C	C	B	A
Graduate	C	C	A	A
Post graduate	B	B	A	A

2. India**Urban**

	EDUCATION	1	2	3	4	5	6	7	8
OCCUPATION		Illiterate	Literate but no formal schooling	School upto 4 years	School 5 to 9 years	SSC / HSC	Some College but not graduate	Graduate / Post Graduate - General	Graduate / Post Graduate -

Annex 11: LIRNEasia 2010-12 proposal

									Professional
Unskilled Worker	01	E2	E2	E2	E1	D	D	D	D
Skilled Worker	02	E2	E1	E1	D	C	C	B2	B2
Petty Trader	03	E2	D	D	D	C	C	B2	B2
Shop Owner	04	D	D	D	C	B2	B1	A2	A2
Businessmen /	None	D	C	C	B2	B1	A2	A2	A1
Industrialist – No - 05	1-9	C	B2	B2	B2	B1	A2	A1	A1
Of Employees	10 +	B1	B1	B1	A2	A2	A1	A1	A1
Self Employed Professional	06	D	D	D	D	B2	B1	A2	A1
Clerical / Salesman	07	D	D	D	D	C	B2	B1	B1
Supervisory Level	08	D	D	D	C	C	B2	B1	A2
Officers / Executives – Junior	09	C	C	C	C	B2	B1	A2	A2
Officers / Executives – Middle / Senior	10	B1	B1	B1	B1	B1	A2	A1	A1

Rural

EDUCATION OF CWE	TYPE OF HOUSE		
	PUCCA	SEMI PUCCA	KUCHHA
Illiterate	R4	R4	R4
Literate but no formal school	R3	R4	R4
Up to 4 th std.	R3	R3	R4
5 th to 9 th std.	R3	R3	R4
S.S.C/H.S.C	R2	R3	R3
Some College but not Graduate	R1	R2	R3
Graduate/Post Graduate (General)	R1	R2	R3
Graduate/Post Graduate (Professional)	R1	R2	R3

3. Sri Lanka

	Illiterate (1)	Up to grade 5 (2)	Grade 6-9 (3)	O/L and A/L (4)	Graduates/ Professionals (5)
1. Farming/agriculture	E2	E2	E1	D	-
2. Administration/managerial – senior	-	B1	B1	A2	A1
3. Administration/managerial – junior	-	B1	B1	A2	A1
4. Laborer / trained	E2	E1	D	C	-
5. Laborer/ untrained	E2	E2	E1	D	-
6. Clerk	D	D	C	B2	B1
7. Trade	E2	E1	D	C	B2
8. Industrial/ trained	E2	E1	D	C	B2
9. Industrial/ untrained	E2	E2	E2	D	-
10. Professional	-	-	-	-	A1
11. Services	E2	E1	D	C	B2
12. Self employed (no employees)	E1	D	C	B2	B1
13. Business (1-9 employees)	C	B2	B1	A2	A1
14. Business (Over 9 employees)	B1	B1	A2	A1	A1
15. Other					

4. Philippines

Socio-Economic Classification of Philippine Homes

Criteria for Socio-Economic Classification of Philippine Homes

Homes are classified into four groups as follows:

- Class AB - Upper Class
 C - Middle
 D - Lower Class
 E - Extremely Low Class

The following criteria are used in their totality i.e., each consideration is used to corroborate the others to classify more objectively. Also bear in mind that individual judgement continues to play a part in properly classifying a home.

Class)	AB (Upper Class)	C (Middle Class)	D (Lower Class)	E (Extremely Low)
Occupation of Household Head	Professional, Big businessman Big farm-owner, Senior executive	Professional, Small businessman, Small farm-owner, Junior executive White collar worker, Skilled worker	Farmer-tenant, Unskilled worker, White collar, Skilled worker, Foreman	Farm-hand, Unskilled worker Vendor, Unemployed
Total Household : Monthly Income	A-More than P50,001 B-P30,001 -P50,000	C1-P15,001-P30,000 C2-P 8,001-P15,000	P3,001 - P8,000	P3,000 or less
Household Utilities				
Must have :	Radio, Plumbing, Electricity Refrigerator, Television Set Automobile	Radio, Plumbing, Electricity Refrigerator, Television Set	Plumbing, Electricity	Plumbing, Electricity, Radio
Housing	May rent or own house and lot	May rent or own house and lot.	May rent or own house and lot.	May rent house or own house on squatted land.
General Appearance of House	Made of heavy, high quality materials, very well constructed, well-painted. Must have a lawn or garden. Located in expensive neighborhood Expensive surroundings	Made of mixed heavy and light materials. Well-constructed. Painted. May or may not have a garden. Adequate furnishings, But not necessarily expensive.	Very light, cheap materials, Poorly constructed. Generally unpainted. No garden. Scantily furnished. Located in Shabby surroundings	A barong-barong type of dwelling or one-room affair with poor construction. Dilapidated. Bare with hardly any furniture. Located in slum districts or interiors. No yard or garden P750 and below
Monthly House : Rental	P10,001 and up	P3,001 - P10,000	P751-P3,000	
Other Aids :	Housewife must be well educated. Must have 3 or more household helps.	Housewife is fairly well educated. Must have 1 or more household helps.	Housewife has little education. Generally no household help.	Housewife has very little or no Education at all. No household help.

5. Thailand

Household income class (SEC)	Baht per month definition Y2006			Segment
	Greater Bangkok	URBAN	RURAL	
A	60,000+	45,000+	22,500+	UPPER
B	50,000 - 59,999	30,000 - 44,999	15,000 - 22,499	
C	22,500 - 49,999	12,500 - 29,999	7,000 - 14,999	MIDDLE
D	15,000 - 22,499	8,000 - 12,499	5,000 - 6,999	LOWER
E	< 15,000	< 8,000	< 5,000	