**SAMPLING TECHNIQUES PROJECT – CAROLINE KITEME**

**Problem Statement:**

What was the impact of covid 19 on App-Hailing Taxi Drivers operating in Nairobi in the year 2020?

1. **Sampling Strategy**

**Sampling Objectives and Reliability Requirements**

To collect quantitative and qualitative data from App-Hailing Taxi Drivers operating in Nairobi to understand how Covid 19 affected them in the year 2020, when most people were working from home and there was countrywide lockdown in the evening hours.

**Target Population**

App-Hailing Taxi Drivers operating in Nairobi

**Sampling Method**

I will use Probability Sampling since it uses randomization to make sure that every element of the population gets an equal chance to be part of the selected sample. The population will be drivers of Uber, Bolt, Little Cab, inDriver and MaraMoja.

In this case Simple Random Sampling can be used to ensure App-Hailing Taxi Drivers are selected from all the five Apps at random and hence reduce bias.

**Sample Size**

The Target Sample size will be 50% of all the drivers from the 5 different APPs i.e Uber, Bolt, Little Cab, inDriver and MaraMoja.

This will be an adequate presentation of the entire population.

**Sampling Frame**

50% of Drivers from Uber, Bolt, Little Cab, inDriver and MaraMoja who were operating in Nairobi in 2020.

1. **Data**

**Field Measurements**

The variables to be used include; average driver’s net income per month in 2020, average driver’s net income per month in 2019, route travelled, number of customers served per day, number of trips done per day, rate charged to customers per kilometer, earnings of the driver per kilometer, waiting hours before getting a client, marital status of the driver, family size, driver’s area of residence, number of times driver was hospitalized in the year, drivers who were infected with covid 19, did the driver live with his family in Nairobi or they moved them to upcountry.

**Quality Assurance/Quality Control**

**Measures to take to ensure quality data is collected;**

* Engage the management of the App-Hailling Taxi Companies, i.e Uber, Bolt, Little Cab, inDriver and MaraMoja, present to them a copy of the proposal and an introductory letter.
* Get support from the Management of the companies in getting the contacts of the drivers.
* Explain to the drivers the importance of the research so as to get their full support.
* Issue printed questionnaires with clearly written questions
* Check for any exaggerated figures in the data collected, whether very high or extremely low figures
* The time and date when the research will be carried out will be clearly stated
* Track the responses in excel so as to track all the responses for each field measurement stated above.
* The findings from the research will be shared with the management of the companies so as to involve them and ensure credibility.

**Analysis**

Raw data from the questionnaires will be analyzed, aiming at solving the problem statement. This can be done in excel to ensure all responses are captured.

1. **Implementation**

**Implementation Plan**

* Duration – The research will take place within 10 weeks. Each week will have an allocated task.

Week 1: Write proposal

Week 2: Seek approval and access

Week 3: Data Collection

Week 4: Data Collection

Week 5: Data Collection

Week 6: Data Collection

Week 7: Data Input in Excel for analysis

Week 8: Final Analysis

Week 9: Summarizing of Findings

Week 10: Presentation of the findings

* Resources – Data Collection will be done by the Researcher assisted by research assistants (these could be university students). They will be briefed for the assignment to ensure uniform collection of data. Final analysis will be done by the researcher together with a team of qualified data analysts.
* Set aside the cash required for communication, questionnaires and travel while carrying out the research.