**SAMPLING TECHNIQUES PROJECT- Carolyne Wanza**

**Problem Statement:**

What is the probability of passengers to pay for fare using mobile money services?

1. **Sampling Strategy**

**Objectives and Reliability Requirements**.

To collect quantitative and qualitative data from touts in Nairobi to better understand their views on adoption or lack thereof of cashless payments.

**Target Population**

Will be the Nairobi city Matatus.

**Sampling Method**

Probability sampling can be used, as the complete list of the population is known, unlike non-probability sampling, where the complete population list is unknown.

Simple random sampling can be used such that each SACCO will have an equal chance of being selected at random and also to reduce biasedness.

Randomness will also include time of day and matatu sacco name.

**Sample Size**

Sample size can be 50% of the targeted population.

**Sampling Frame**

● The sample frame being the 272 SACCO registered Matatus.

**2. Data**

Field Measurements

Variables to be used include route travelled, amount of fare collected per peak period, number of passengers per route, amount of money paid via mobile money per trip, number of trips made per day , amount of fare paid in cash per peak period and per trip.

Quality Assurance / Quality Control

The below can be done to ensure adequate sample size and reduce instances of non-cooperation or falsification of information.

* The sampling will incur costs for travel, tools, postage and telephone costs, as well as printing costs.
* Excel can be used to keep track of the timelines and deliverables.
* Sacco management can be contacted with a copy of the proposal and introductory letter, with a clear indication of the purpose of the research and the kind of access required.
* The potential benefits the sampling will have to its members and stakeholders will be clearly indicated.
* A sample of saccos from the overall Matatu population can be identified in selected areas from which to collect data and discussions with the management on the criteria to be used to select potential participants can be done.
* Resources needed and including the time and dates for the research can be clearly indicated.
* The findings of the research will be shared with the management to create credibility.
* Introductory briefs with the touts at the beginning of every interview to clearly express the purpose of the research will be done.

**Analysis**

Raw data will be used to perform analysis aimed at answering the problem statement.

3**. Implementation**

**Implementation Plan**

The sampling will take place within 10 weeks as each week will have a defined objective

i.e week 1 - write the proposal ; week 2 request for access ; week 3 data collection, etc to the final analysis and presentation of findings.

The data collection can be done by the researcher and a team of well briefed research assistants to ensure uniform collection of data and also ensure enough sample is collection within the time frame suggested.

Analysis will be done by the researcher and a small team of qualified data/research analysts.