**CFI MAP-2 Demand side study.**

Sampling design methodological note

**Creating spatial grids for stage 1 sampling**

**New Delhi, India**

To create a representative sample of small business establishments (those with 10 or fewer employees, including the owner) at the city-level, CFI uses a geospatial sampling approach that divides an area of interest into blocks of size 150m by 150m to establish a sampling frame of blocks.

**Step 1: Defining the sampling boundary**

The first step in this process is to define the sampling boundary or perimeter. In India, we use sub-national administrative boundaries available from the United Nations Humanitarian Data Exchange[[1]](#footnote-1) and the sampling boundary is constructed using a combination of level-2 administrative units that cover the target city. In India, level-1 administrative units correspond to states and level-2 administrative units correspond to districts. For this study, the sampling boundary is defined using all eleven districts of Delhi state (the National Capital Territory).

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| **Figure 1:** Level 1 and Level 2 administrative boundaries |
| A map of the state of the united states  Description automatically generated with medium confidence |
| Source: UN Humanitarian Data Exchange (HDX) |

Figures 2 and 3 display the study boundary overlaid over remote-sensing satellite data.

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| **Figure 2:** True-color day-time satellite composite | | **Figure 3:** Nighttime lights (NTL) |
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| Source: Cloud-free mosaic of Sentinel-2 imagery via Sentinel-Hub | | Source: NASA VIIRS (lack Marble) via Google Earth Engine |

**Step 2: Creating a grid of blocks (initial sampling grid) that covers the sampling boundary.**

Using a custom python script, the area contained within the sampling boundary is divided into a grid of blocks of size 150m by 150m. This initial grid covers areas that aren’t built-up, such as water bodies, shrubland or cropland, so an additional step is needed to eliminate those areas from the sampling grid. Since this additional step requires processing pixels over a large area using google earth engine, the initial sampling grid is split into sections of 2,000 blocks each to avoid running into processing limits (Figure 4).

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| **Figure 4:** Initial sampling grid (divided into sections) |
| A map of a city  Description automatically generated |
| **Initial sampling grid dimensions**  East-west distance: 49.75 km  North-South distance: 53.28  East-west N blocks: 356  North-south N blocks: 332  Total area of boundary polygon: 1925.22 km2  Total area of block polygons: 1954.35 km2  Total number of blocks in sampling grid: 67,480 |

**Step 3: Eliminating non-built blocks from the sampling grid.**

To remove blocks that do not contain built-structures, the 10m resolution Dynamic World land-cover dataset[[2]](#footnote-2) sourced through Google Earth Engine is used. A cloud-free composite land-cover dataset covering the entire sampling boundary is first created using recent imagery (past 4-month data as of March 2024). The modal land-cover classification (the land cover class that has the highest estimated probability out of 9 possible classes[[3]](#footnote-3)) in the “label” band, for each pixel over the timeframe is computed (Figure 5). For each block, the percentage of pixels that are classified as “built” in the “label” band is computed. Only blocks with a composition of built pixels greater than 75% are retained for the final sampling grid.

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| **Figure 5:** Estimated land-cover, 10m resolution (red = built), Source: Dynamic World |
| A map of different colors  Description automatically generated |

Figure 6 shows the resulting sampling grid. The Dynamic World dataset yields a sampling grid that, of the initial sampling grid, is 46% built-up. The final sampling grid contains 30,880 blocks, covering a total area of 893 km2.

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| **Figure 6:** Identifying built-up blocks using land-cover estimates |
| **A screenshot of a map  Description automatically generated** |

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| **Figure 7:** Final sampling grid comprised of blocks with at least 75% of pixels classified as “built” in the Dynamic World dataset. |
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| The final sampling grid contains 30,880 blocks, covering a total area of 893 km2 |

**Step 4: Randomly select initial sample of blocks from the sampling grid.**

In the final step, an initial sample of 125 blocks is selected for enumeration (Figure 8, Figure 9A/B).

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| **Figure 8:** 125 randomly selected blocks for enumeration |
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| **Figure 9A:** Sampled blocks over Open Street Maps layer |
| A map of a city  Description automatically generated |
| **Figure 9B:** Detail |
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1. https://data.humdata.org [↑](#footnote-ref-1)
2. https://developers.google.com/earth-engine/datasets/catalog/GOOGLE\_DYNAMICWORLD\_V1 [↑](#footnote-ref-2)
3. The 9 land-cover classes are: water, trees, grass, flooded vegetation, crops, shrub and scrub, built, bare, snow and ice. [↑](#footnote-ref-3)