

Gambia 2023 Technical Document

Sampling

A stratified multi-stage cluster sample design was used to complete 1,000 face-to-face surveys.

Target Population/Coverage:

Non-institutionalized adult population (15 years of age or older) living in households. Stratification and selection used information from the Gambia 2013 General Population and Housing Census.

Stratification: The sampling frame was stratified by geographic region and population size, resulting in a total of 12 strata groups. They represent the following local government areas of Gambia: Banjul City Council, Kanifing Municipal Council, Brikama, Janjanbureh, Kuntaur, Mansakonko, Kerewan, and Basse. Within each region, the sample was further divided into the following population size groups: Cities 100K-499K, Cities 50K-99K, Towns 10K-49K, Towns/Rural villages under 10K.

Sample Selection:

Primary Sampling Units (PSUs) are Wards. PSUs were selected using probabilities proportional to population size, where number of households was the measure of size. A total of 100 PSUs were selected in the final sample.

Within each selected PSU a random starting point was identified. Using the right-hand rule and a fixed interval of 3 households (i.e. every third household is selected), interviewers selected eligible households until the required number of interviews were completed. Within each selected household, interviewers listed all eligible (15+ adults) individuals and the CAPI program randomly selected a respondent. In case of refusals or non-contacts, households were replaced along the random route using the same interval.

Data Collection: October 16, 2023 – November 28, 2023

AAPOR3 response rate: 88%

Weighting: The sample data were weighted to minimize bias in survey-based estimates. The weighting procedure was formulated based on the sample design and was carried out in multiple stages. A probability weight factor (base weight) was constructed to correct for unequal selection probabilities. At the next step, the base weights were post-stratified to adjust for non-response and to match the weighted sample totals to known target population totals obtained from country-level census data.

Design Effect: 1.38

Margin of error: $\pm 3.6\%$ (95% confidence level)

Population sources used for constructing weights were based on the following:

Age, education, gender: Gambia 2013 general population and housing census

Education: 2019-2020 DHS

Age	SAMPLE_UNWTD	SAMPLE_WTD	TARGET
15-24	30.4	36.5	37.4
25-34	26.3	26.6	26.5
35-44	19.6	16.1	15.8
45-54	11.5	9.7	9.5
55+	12.2	11.1	10.8
Education	SAMPLE_UNWTD	SAMPLE_WTD	TARGET
No schooling/some primary	33.9	48.5	50.4
Primary complete/Secondary incomplete	34.2	32.4	31.4
Secondary complete +	31.9	19.1	18.2
Sex	SAMPLE_UNWTD	SAMPLE_WTD	TARGET
Male	48.8	48.5	48.3
Female	51.2	51.5	51.7
Region	SAMPLE_UNWTD	SAMPLE_WTD	TARGET
Banjul	2.0	1.6	1.6
Kanifing	20.0	20.1	19.9
Brikama	36.0	37.0	38.0
Janjanbureh	7.0	6.9	6.6
Kuntaur	5.0	5.3	5.1
Mansakonko	5.0	4.4	4.3
Kerewan	12.0	11.8	11.7
Basse	13.0	12.7	12.7