

Myanmar 2023 Technical Document

Sampling

A telephone (mobile phone only) sample design was used to complete 1,000 telephone surveys.

Target Population/Coverage:

Adult population (15 years of age or older) who live in households with mobile phones. It excludes business phone numbers. The coverage error (percentage of target population not accessible for sampling) is expected to be approximately 20%.

Stratification: The mobile sampling frame was explicitly stratified by the four mobile service providers in the market. The sample allocation across the strata was proportional to their market shares.

Sample Selection: A sample of specified size was drawn using pure Random Digit Dial (RDD) procedures independently within each explicit stratum. All sampled mobile phone numbers were pre-screened for working status.

A respondent was randomly selected among all the household members aged 15 and older, by asking for the person who will have the next birthday. Selection of adults in households reached via mobile was primarily to increase coverage and representation of those hard to access via mobile.

For the purpose of data collection, the total initial sample was split into random subsamples (replicate samples) and released sequentially based on the progress of interviewing in different strata. The goal was to release an optimum amount of sample each time to achieve a high response rate while completing the targeted number of interviews within the field period.

Data Collection: July 24, 2023 – September 9, 2023

AAPOR3 response rate: 6%

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. The standard demographic variables used for post-stratification are: age, gender, education, region.

In addition to standard demographic adjustments, employment status (whether employed for an employer/self or not-employed) was used in the post-stratification stage. As there are no consistent population target information available for employment status, the average

weighted estimate over the last 5 waves of World Poll data collection efforts was used as the target.

Design Effect: 2.75

Margin of error: $\pm 5.1\%$ (95% confidence level)

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

Age, Gender, Education, Region: Myanmar Population and Housing Census 2014

Employment: World Poll Data Estimate

Age	SAMPLE_UNWTD	SAMPLE_WTD	TARGET
15-24	31.9	27.2	25.0
25-34	40.5	26.2	22.4
35-44	16.4	20.9	19.1
45-54	6.7	12.4	15.3
55+	4.5	13.4	18.2
Education	SAMPLE_UNWTD	SAMPLE_WTD	TARGET
Primary school and below	16.6	46.3	56.1
Completed middle school to some university	58.1	41.5	34.4
University/college and above	25.3	12.3	9.5
Sex	SAMPLE_UNWTD	SAMPLE_WTD	TARGET
Male	59.1	49.6	47.2
Female	40.9	50.4	52.8
Region	SAMPLE_UNWTD	SAMPLE_WTD	TARGET
Chin State	1.0	1.0	0.8
Kachin State	4.2	3.2	3.2
Kayah State	0.7	0.6	0.5
Kayin State	2.1	3.1	2.7
Mon State	3.2	3.2	3.9
Rakhine State	5.0	4.0	4.0
Shan State	9.0	9.2	11.0
Ayeyarwaddy Region	9.8	11.2	12.2
Bago Region	10.0	11.1	9.7
Magway Region	7.2	8.8	8.0
Mandalay Region	14.6	12.5	12.7
Sagaing Region	9.9	10.5	10.6
Tanintharyi Region	2.5	2.4	2.6
Yangon Region	17.3	16.8	15.7
Naypyidaw Union Territory	3.5	2.3	2.3
Employment	SAMPLE_UNWTD	SAMPLE_WTD	TARGET
Employed	82.3	73.8	71.0
Not Employed	17.7	26.2	29.0