

correlation while taking advantage of economies of fieldwork that simple random selection of interviews within the entire PSU would not make possible.

The tradeoff continues to make the sample design very efficient with very low intra-class

The sample consists of 63 primary sampling units and 252 final sampling units including all 14 departments in El Salvador. A total of 983 respondents were surveyed in urban areas and 568 in rural areas. The estimated margin of error for the survey is ± 2.5 . The margin of sampling errors is not adjusted for weights. Table 1 shows the sample size in each of the nine regions (strata) and by municipality size.

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Occidental

Frequency matching avoids the extremely costly effort involved in making multiple callbacks to each missed unit within each PSU in an effort to obtain a balanced sample. In national, face-to-face interviewing, multiple callbacks are often impractical from a cost standpoint. Our experience reveals that even three callbacks leave the sample with a notable gender imbalance (more women than men, since women are more likely to be at home than men). Rather than having to include post-hoc weights to adjust for this sample error, which can be large, we resolve the problem in the field via using a distribution of interviews among gender and ages that reflects the structure of the population.⁶

A single respondent was selected in each household, following the frequency matching distribution programmed into the sample design, by gender and age as mentioned above. Respondents are limited to household members who reside permanently in that household (thus excluding visiting relatives), who fit the age and residency requirements (limited to adult citizens and permanent residents). If two or more people of the same sex and age group were present in the household at the moment of the visit of our interviewer, the questionnaire was applied to the person who most recently celebrated a birthday (i.e., the “last birthday” system) in order to avoid selection bias.

Geo-fences were programmed at the municipal level in El Salvador and compliance reviewed on a daily basis to assure that interviews took place in the correct location.

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