Sustainable data collection and COVID-19

May 2020

#Covid19tracker
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Innovation: Mixed methods and MRP
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#Covid19tracker
How do you reduce the cost of collecting indicators using survey methods?

How can a multi-mode data collection strategy help us achieve this?

How can we achieve the right balance between cost, accuracy and precision of indicators?
Modelling accounts for sample and mode effects and works best with a small face to face sample included.

DFS Indicators

- Active mobile money:
  - FII Benchmark: 36%
  - SMS (not modelled): 54%
  - SMS modelled: 73%
  - SMS + n=150 FTF: 38%
  - SMS + n=300 FTF: 36%

- Registered Bank Account:
  - FII Benchmark: 47%
  - SMS (not modelled): 42%
  - SMS modelled: 89%
  - SMS + n=150 FTF: 45%
  - SMS + n=300 FTF: 42%

- Active Digital Stored Value with Advanced Financial Services:
  - FII Benchmark: 38%
  - SMS (not modelled): 38%
  - SMS modelled: 58%
  - SMS + n=150 FTF: 38%
  - SMS + n=300 FTF: 37%
Using what we learned for the COVID-19 tracker

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While they are sometimes under-represented, mobile does reach poor people

Short-form Poverty Probability measurement of those below the poverty line