

Comprehensive Data Quality Studies as a Component of Poverty Assessments

Mark Brooks, Rattiya S. Lippe and Hermann Waibel

Abstract

High quality household data are essential for realistic poverty assessments and provide the basis for designing effective policies to sustainably reduce poverty. Despite of this, income measures from household surveys are often plagued by non-sampling errors such in the form of non-response and measurement error. Current research, while generating important lessons, is often limited in scope and largely examines quantifiable interviewer and respondent characteristics on the prevalence of non-sampling errors. This paper presents a comprehensive study on data quality based on an ongoing long-term panel in Thailand and Vietnam. We show that respondent and interviewer characteristics alongside the interview and survey environment play a major role on the prevalence of non-sampling errors. Moreover, we provide recommendations to survey producers on how to improve the process of identifying and reducing non-sampling errors.

Key words: Non-sampling error; household survey; poverty assessments; data quality; Thailand; Vietnam