Sample Addis dairy retail survey

1. Sampling strategy

Five sub-cities from the total of 10 in the city were selected [Arada, Lideta, Kolfe Keranio, Nifasilk Lafto and Bole]. In each sub city, four woredas were also selected randomly with a total of 4*5=20 woredas.

The selected woredas are:
Arada: Woreda 1, woreda 4, woreda 5 and woreda 7
Lideta: woreda 3, woreda 4, woreda 8 and woreda 9
Kolfe Keranio: Woreda 1, Woreda 5, woreda 8 and 12
Nifasilk Lafto: Woreda 2, woreda 3, woreda 7 and woreda 8
Bole: woreda 4, woreda 9, woreda 12 and woreda 14

Based on the different retail outlets, the following samples will be drawn at different administrative levels of the city.

1.1. At City/Addis Ababa level

All the open markets were visited; there are 6 in total (Shola, Merkato Minalesh Tera, Akaki, Saris, Kera and Meshalokia). 4 open market shops that sell dairy products were randomly selected for an interview on each open market; 24 open market shops were interviewed in total.

1.2. At the sub-city level

A list of all the supermarkets in the selected sub cities were obtained. In each sub-city, 6 supermarkets were visited. A total of 30 supermarkets were interviewed.

1.3. At woreda level

A census of all minimarkets, Dairy shops and Regular shops selling dairy products were made. 1 minimarket, 4 dairy shops and 5 regular shops were randomly selected per woreda. A total of 1*20=20 minimarkets, 4*20=80 dairy shops and 5*20=100 regular shops selling dairy products were surveyed.

Total filled-in questionnaires per sub-city and for Addis

For the survey as a whole, the total outlets visited are approximately:

Type of retail outlet	Woreda	Sub-city	Addis
Open market shops selling dairy products			24
Supermarkets		6	30
Minimarkets	1	4	20
Dairy shops	4	16	80
Regular shops selling dairy products	5	20	100
Total	**10**	**46**	**254**