Cambodia 2024 Methodology

Sampling

A stratified multi-stage cluster sample design was used to complete 1,000 face-to-face surveys.

Target Population/Coverage: Non-institutionalized adult population (15 years of age or older) living in households. Stratification and selection used information from General Population Census of Cambodia 2019. Koh Kong, Stueng Treng, Otdor Meanchey, and Kep provinces were excluded due to low population density. These excluded areas represent approximately 3% of the population of Cambodia.

Stratification: The sampling frame was stratified by province, resulting in a total of 21 strata groups. They represent the following provinces of Cambodia: Banteay Meanchey, Battambang, Kampong Cham, Kampong Chhnang, Kampong Speu, Kampong Thom, Kampot, Kandal, Kratie, Mondulkiri, Pailin, Phnom Penh, Sihanoukville, Preah Vihear, Pursat, Prey Veng, Ratanakiri, Siem Reap, Svay Rieng, Takeo, Tboung Khmum.

Sample Selection: Primary Sampling Units (PSUs) are communes. PSUs were selected using probabilities proportional to population size, where 15+ population was the measure of size. A total of 100 PSUs were selected in the final sample.

Within each selected household, interviewers listed all eligible (15+ adults) individuals and the CAPI program randomly selected a respondent.

Data Collection: October 25, 2024 – December 18, 2024

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.

Margin of error (including design effect due to weighting): ± 4.0% (95% confidence level)

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.