

Singapore 2024 Methodology

Sampling:

A mobile-only sample was used to complete 1,000 telephone surveys.

Target Population/Coverage:

Adult population (15 years of age or older) who have mobile phones for personal calls or live in households with landline. It excludes business phone numbers. The coverage error (percentage of target population not accessible for sampling) is expected to be less than 2%.

Stratification: The mobile sampling frame was implicitly stratified by 9 mobile service providers in the market. For mobile sample, allocation across the strata was proportional to their market shares in terms of the count of mobile numbers they can possibly generate.

Sample Selection: In the case of mobile, sample of specified size was drawn using pure Random Digit Dial (RDD) procedures among the mobile sampling frame. All sampled mobile phone numbers were pre-screened for working status.

For respondents reached on mobile, there was no random selection, just confirmation that they were 15 or older to participate in the survey.

For the purpose of data collection, the total initial sample was split into random subsamples (replicate samples) and released sequentially based on the progress of interviewing in different strata. The goal was to release an optimum amount of sample each time to achieve a high response rate while completing the targeted number of interviews within the field period.

Data Collection: June 14, 2024 – January 1, 2025

Weighting: The sample data was 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): $\pm 4.0\%$ (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.