

## Vietnam 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 PSU selection used information from the 2019 Population and Housing Census of Vietnam. The list of wards and communes defined by the General Statistics Office of Vietnam (2021) is used for SSU sampling selection.

**Stratification:** The sampling frame was stratified by region and urbanicity, resulting in a total of 12 strata groups. They represent the following regions of Vietnam: Central Highlands, Mekong Delta, North Central & Central Coast, Northern Highlands & Mountains, Red River Delta, and South East. With each region, the sample was further divided into urban and rural areas.

**Sample Selection:** Primary Sampling Units (PSUs) are district-level units (urban district, city, town, and rural district) and Secondary Sampling Units (SSUs) are commune-level units (wards, townships, or communes). PSUs were selected using the systematic PPS method (probabilities proportional to population size,) where total 0+ population was the measure of size. SSUs were selected using simple random sampling method. 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:** June 23, 2024 – August 31, 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):  $\pm 3.6\%$  (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.