

METHODOLOGY

Due to the COVID-19 outbreak, most interviews for this survey were conducted via telephone using random digital dialling (RDD) with quota control as a sampling approach. Only the fieldwork in Vietnam and Sri Lanka was administered face-to-face.

For these two cases, the sampling approach was multi-stage random sampling, and respondents were selected randomly within the household using the Kish Grid method. In all cases the interviews were conducted in the local language. National samples represent the 18+ population in terms of gender, age, educational attainment and geographic area. For the case of Vietnam, the sample was limited to respondents between the ages of 18 and 65.

In some of the countries where instead of a face-to-face methodology, the interviews were conducted via telephone due to the COVID-19 restrictions, mode effects may be high and time series comparisons should be conducted with care.

All results have a margin of error of +/- 3.1 percentage points at 95 per cent confidence level, except for the Maldives and Vietnam,

with 3.0 percentage points, and Sri Lanka with 2.7 percentage points. Biases stemming from sampling were corrected with post-stratification weighting. An additional weight has been applied at national level to ensure population-proportional weight of each country in joint, regional estimates.

Weighting

The results are weighted to be nationally representative according to available population data. They have a margin of error ranging from +/- 2.2 to +/- 3.1 percentage points at a 95 per cent confidence level. Unless otherwise stated, for reported multi-country averages, an additional weighting factor is applied so that the sample sizes for each country are equal. The overall results for Asia are equivalent to an average of the 17 countries surveyed.

Country	Local partner	Fieldwork dates	Sample size
Bangladesh	Effience 3/Org-Quest Research Limited	18 June – 28 July 2020	1,000
Cambodia	Effience 3/Indochina research	19 June – 25 July 2020	1,000
China	Effience 3/Field Resources Consultants Co Ltd	23 June – 28 July 2020	2,000
India	Effience 3/Dataprompt Internation Private Limited	17 June – 17 July 2020	2,000
Indonesia	Effience 3/RAD Research	15 June – 24 July 2020	1,000
Japan	Effience 3/Adams Communications	15 June – 30 July 2020	1,000
Malaysia	Effience 3/Global Vision Research Sdn Bhd	16 June – 28 July 2020	1,000
Maldives	Institute for Research and Innovation	16 August – 12 September 2020	1,031
Mongolia	Effience 3/Mongolian Marketing Consulting Group	15 June – 22 July 2020	1,000
Myanmar	Effience 3/Myanmar Survey Research	18 June – 18 July 2020	1,000
Nepal	Effience 3/Solutions Consultant Pvt. Ltd	22 June – 24 July 2020	1,000
Philippines	Effience 3/Prestige Market Research Services Co	15 June – 17 July 2020	1,000
South Korea	Effience 3/Now and Future	15 June – 09 July 2020	1,000
Sri Lanka	Second Curve (Pvt) Ltd	10 March – 05 May 2019	1,300
Taiwan	Effience 3/Field Resources Consultants Co Ltd	15 June – 19 July 2020	1,000
Thailand	Effience 3/CSN Research Ltd	10 June – 23 July 2020	1,000
Vietnam	Indochina research	12 July – 18 August 2019	1,085