

METHODOLOGY

The survey targeted the general population aged 18 and older in 10 countries across the Pacific. In nine of these, the researchers reached respondents via computer-assisted telephone interviews (CATI) using random digit dialling sample generation. In the Federated States of Micronesia, the interviews were conducted face-to-face via computer-assisted personal interviews (CAPI) using smart devices programmed to work offline.

The samples for the countries covered with the CATI methodology were based on interlocked quotas by region, age and gender. Respondent selection was carried out on a random basis using the Kish grid methodology, taking into consideration all adults in the household who did not have a mobile phone of their own. This was done to ensure that all adults within the household had an equal opportunity to be interviewed. For the CAPI interviews, stratification was first carried out based on geographical location, with starting points selected at random using Geographic Information System software. Interviewers selected households using the random-walk sampling technique and respondents within a household were chosen using the last-birthday method.

The Pacific region presents several challenges for primary data collection exercises. Geographic remoteness, security and transportation issues can make in-person interviews expensive and impractical. In addition, the COVID-19 pandemic made travelling to and within the region virtually impossible at the time of the survey. These factors made it unrealistic to proceed with face-to-face interviews in most countries. We therefore chose the CATI methodology, despite the relatively low phone penetration reported in some countries and the absence of reliable and updated statistics on phone penetration. Given anecdotal evidence that while individual mobile phone penetration might be low in some of these countries, many households have at least one mobile phone, the survey methodology was adapted to capture information about mobile phone penetration within households, and an additional stratum introduced to include representation from adults without a mobile phone.

Sample sizes

For the two countries with the largest populations in the region, Papua New Guinea and Fiji, the sample size was set at 1,000 respondents. While the target population were all adults, some regions or population groups could not be reached. These include areas in Kiribati (Kanton, Kiritimati, Tabuaeran, Teeraina), New Caledonia (Belep) and specific sectors of the population in Fiji (women in the Rotuma group) and Tonga (the Ha'apai group and women in the Ongo Niua region). The size of the excluded groups ranges from 0.1 per cent of the total adult population in Fiji to 8 per cent of the population in Kiribati.

Weighting

The survey results were post-weighted to align them with national statistics and correct for some deviations found in the classification variables. A weighting factor was calculated on the basis of national census data for region, age and gender. A weighting matrix was assembled using the variables “region by gender” and “gender by age”. Ninety-three per cent of all cases have an individual weight factor between 0.7 and 1.3, and fewer than 0.5 per cent have a weight value above 2, with no cap for outliers. The overall weighting efficiency (entire sample of all countries) is 94.75, with a mean weight factor of 0.9999998.

Margin of error

The efficiency of the result is subject to the sample size and the observed percentage. The maximum margin of error due to sampling from the entire population for a result of 50 per cent, with a confidence interval of 95 per cent, varies from 3.1 per cent in countries with a sample of 1,000 respondents to 4.4 per cent in countries with a sample of 500 interviews. The following table summarises information related to the fieldwork execution, sample size, coverage and accuracy of the samples.

Regional averages

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 the region are equivalent to an average of the 10 countries surveyed.

Country	Local partner	Fieldwork dates	Sample size
Federated States of Micronesia	Tebbutt Research	17/02/2021 - 24/03/2021	500
Fiji	Tebbutt Research	05/02/2021 - 03/03/2021	1000
French Polynesia	Tebbutt Research	02/03/2021 - 29/03/2021	500
Kiribati	Tebbutt Research	20/02/2021 - 16/03/2021	500
New Caledonia	Tebbutt Research	16/02/2021 - 19/03/2021	500
Papua New Guinea	Tebbutt Research	15/02/2021 - 14/03/2021	1000
Samoa	Tebbutt Research	17/02/2021 - 13/03/2021	500
Solomon Islands	Tebbutt Research	10/02/2021 - 02/03/2021	500
Tonga	Tebbutt Research	12/02/2021 - 17/03/2021	500
Vanuatu	Tebbutt Research	18/02/2021 - 18/03/2021	500