

## A Methodological Study on Data Collection Methods for the Health Behaviour Surveillance of Singapore (HBSS)

**A**s part of the development of a national health behaviour surveillance system in Singapore, a study was conducted to determine the most suitable method of data collection that would provide good population coverage and response rates at a reasonable cost. In Singapore, relatively little is known about the potential of conducting a national survey over the phone as surveys have typically been conducted through personal interviews. A split run experiment was conducted using a multi-stage stratified probability sample design with a single frame. The sample was randomly selected to receive either the telephone or the face-to-face surveys. A sequential mixed mode design was also included to reach non-respondents. A single mode telephone survey had inadequate coverage while a single mode face-to-face survey yielded response at a higher cost. Mixing data collection modes provided an opportunity to compensate for the weakness of each individual mode. This paper addresses some the methodological challenges faced in a quest to determine an 'optimum' data collection method for the HBSS.

**Chee Yeong Chng,  
Alison Prescott, Leonard Yeo**