

Argentina 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 selection used information from the 2010 Population and Housing Census. Those living in dispersed rural population areas were excluded. This represents about 4% of the population.

Stratification: The sampling frame was stratified by regions, resulting in a total of 6 strata: Metropolitana, Pampeana, Cuyo, N.O.A. (Noroeste Argentino), N.E.A. (Noreste Argentino), and Patagonia.

Sample Selection: Primary sampling units (PSUs) were allocated to strata groups proportionally to 0+ population size based on Census 2010. In Argentina, urban or rural parts of census fractions serve as PSUs. Random selection methods (probability proportionate to population size) were used to select the PSUs within each strata. A total of 100 PSUs were selected.

Within each selected household, interviewers listed all eligible (15+ adults) individuals and the CAPI program randomly selected a respondent.

Data Collection: July 6, 2024 – August 12, 2024

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 within the household. 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): $\pm 3.7\%$ (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.