Guatemala 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. Sampling and stratification is based on 2010 population estimates projected based on population census 2002.

Stratification: The sampling frame was stratified by population size, resulting in a total of 6 strata: Areas with population = 1 million or more, Areas 500K-999K, Areas 100K-499K, Areas 50K-99K, Areas 10K-49K, Areas less than 10K.

Sample Selection: Primary Sampling Units (PSUs) are Census-designated units ("lugar poblado"). PSUs were selected using probabilities proportional to population size, where the 15+population was the measure of size. 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 6, 2024 – September 7, 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): ± 3.9% (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.