

Republic of Moldova 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. The usual resident population as of Jan 1, 2023, from the National Bureau of Statistics is used for sample allocation. And the 2014 Population Census is used for sample selection. Transnistria (Prednestrovie) excluded for safety of interviewers. The excluded area represents approximately 13% of the population.

Stratification: The sampling frame was stratified by geographic region and urbanicity, resulting in a total of 6 strata. These include three administrative regions: Center, North and South. The regions were further stratified by urban/rural status as defined by the statistical office of Moldova.

Sample Selection: Primary Sampling Units (PSUs) are cities/towns and rural settlements (villages). PSUs were selected using the systematic PPS method (probabilities proportional to population size), where the total 0+ population was the measure of size. In cases where population numbers were not available at the village level, the average village size per commune (commune population divided by number of villages) was used as a measure of size. Communes are groupings of two or more villages created under the Moldovan law on territorial administrative organization. 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 3, 2024 – September 10, 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): $\pm 3.4\%$ (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.