North Macedonia 2024 Methodology

Sampling
A stratified multi-stage cluster sample design was used to complete 1,005 face-to-face surveys.

Target Population/Coverage:
Non-institutionalized adult population (15 years of age or older) living in households. Stratification and selection used population data from the 2021 National Population Census from the State Statistical Office and the 2024 Presidential Elections from the State Election Commission in North Macedonia.

Stratification:
The sampling frame was stratified by geographic region and urbanicity, resulting in a total of 16 strata. The regions include: Eastern Region, Northeastern Region, Pelagonia, Polog, Skopje, Vardar, Southwestern Region, and Southeastern Region. The regions were further stratified by urban/rural status as defined by the central statistical office.

Sample Selection:
Primary Sampling Units (PSUs) are primary electoral units. PSUs were selected using probabilities proportional to population size, where the total 18+ population was the measure of size. 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: June 20, 2024 – September 13, 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): ± 3.6% (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.