

Bulgaria 2025 Methodology

Bulgaria Sampling: A stratified multi-stage cluster sample design was used to complete 1,015 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 2011 population census provided by the National Statistical Institute as well as information on polling stations and number of registered voters from the 2022 General Directorate of Civil Registration and Administrative Services.

Stratification: The sampling frame was stratified by geographical/economic regions) and urbanicity, resulting in a total of 19 strata groups. These include six administrative regions: North-West, North-Central, North-East, South-West, South-Central and South-East. Each region is further stratified into 3 levels of urbanicity – District cities, Other urban and rural. The capital Sofia is treated as a separate stratum.

Sample Selection: Primary Sampling Units (PSUs) are electoral sections. PSUs were selected using the Systematic PPS (probabilities proportional to population size), where the size measure is based on registered voters rescaled to the estimated 15+ population at the settlement level. 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 4, 2025 – December 8, 2025

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): $\pm 3.6\%$ (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.