

Georgia 2025 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 2015 General Population Census. South Ossetia and Abkhazia were not included for the safety of the interviewers. In addition, very remote mountainous villages or with less than 100 inhabitants were also excluded. The excluded area represents approximately 8% of the population.

Stratification: The sampling frame was stratified by geographic region and urbanicity, resulting in a total of 20 possible strata. Some small strata are aggregated as one due to their small population size, resulting a total of 17 strata. These include 10 administrative regions: Tbilisi (the capital), Adjara, Guria, Imereti & Racha Lechkhumi and Kvemo Svaneti, Kakheti, Mtskheta Mtianeti, Shida Kartli, Samegrelo, Kvemo Kartli, Samtskhe-Javakheti. The regions were further stratified by urban/rural status as defined by the statistical office of Georgia.

Sample Selection: Primary Sampling Units (PSUs) are settlements (cities, towns, villages). PSUs were selected using the systematic PPS method (probabilities proportional to population size), where the total 0+ population from 2015 census was the measure of size. A total of 125 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 4, 2025 – July 31, 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): $\pm 3.8\%$ (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.