

Gambia 2025 Methodology

Sampling

A stratified multi-stage cluster sample design was used to complete 1,008 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 Gambia 2013 General Population and Housing Census.

Stratification: The sampling frame was stratified by geographic region and population size, resulting in a total of 12 strata. They represent the following local government areas of Gambia: Banjul City Council, Kanifing Municipal Council, Brikama, Janjanbureh, Kuntaur, Mansakonko, Kerewan, and Basse. Within each region, the sample was further divided into the following population size groups: Cities 100K-499K, Cities 50K-99K, Towns 10K-49K, Towns/Rural villages under 10K.

Sample Selection:

Primary Sampling Units (PSUs) are Wards. PSUs were selected using the systematic PPS method (probabilities proportional to population size), where the number of households 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: August 2, 2025 – December 3, 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): $\pm 3.9\%$ (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.