

Guatemala 2025 Methodology

Sampling

A stratified multi-stage cluster sample design was used to complete 1,002 face-to-face surveys.

Target Population/Coverage: Non-institutionalized adult population (15 years of age or older) living in households. Sampling and stratification is based on Census 2018.

Stratification: The sampling frame was stratified by regions and urbanicity categories, resulting in a total of 16 strata: Metropolitan-Urban, Metropolitan-Rural/Mixed, North-Urban, North-Rural/Mixed, Northeast-Urban, Northeast-Rural/Mixed, Southeast-Urban, Southeast-Rural/Mixed, Central-Urban, Central-Rural/Mixed, Southwest-Urban, Southwest-Rural/Mixed, Northwest-Urban, Northwest-Rural/Mixed, Peten-Urban, Peten-Rural/Mixed.

Sample Selection: Primary Sampling Units (PSUs) are Census-designated units (“lugar poblado”). PSUs were selected using the systematic PPS method (probabilities proportional to population size), where the 15+ population 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: June 18, 2025 – August 22, 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.