

Croatia 2025 Methodology

Croatia Sampling: A stratified multi-stage cluster sample design was used to complete 1,007 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 2021 population census provided by the Croatian Bureau of Statistics as well as 2020 data from the Electoral Commission.

Stratification: The sampling frame was stratified by geographic region and urbanicity. These include four NUTS2 regions: Panonska Hrvatska, Jadranska Hrvatska, Grad Zagreb, and Sjeverna Hrvatska. Each region is further stratified into urban and rural areas. The entire Grad Zagreb region is urban, resulting in a total of 8 strata.

Sample Selection: Primary Sampling Units (PSUs) are electoral units. PSUs were selected using probabilities proportional to population size, where count of registered voters is 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: August 30, 2025 – October 30, 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): $\pm 3.5\%$ (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.