

Iceland 2025 Methodology

Iceland Sampling: The National Registry of residents of Iceland and the National Phonebook was used to complete 1,000 telephone surveys. The registry includes all residents of Iceland and the National Phonebook is used to look up the telephone number of the individuals selected from the registry.

Target Population/Coverage: Adult population (15 years of age or older) with access to landline and/or mobile phones and listed in the National Registry. The coverage error (percentage of target population not accessible for sampling) is expected to be approximately 12%.

Stratification: The sampling frame was stratified by regions and age groups, resulting in a total of 8 strata groups. They represent the regions of Iceland: Capital region and the rest areas. Within each region, the sample was further divided into the following age groups: 15-24, 25-44, 45-64, 65+.

Sample Selection: A stratified random sample of residents 15 and older listed in the National Registry is drawn first. The selected residents are then looked up from the National Phonebook. Phone numbers for those not registered in the National Phonebook are then looked up from other third-party databases. Those numbers that are on the “black-list” are removed.

As this is a sample of individuals, respondents contacted by landline or mobile telephone are confirmed to be aged 15 and older; no additional selection procedure is performed.

For the purpose of data collection, the total initial sample was split into random subsamples (replicate samples) and released sequentially based on the progress of interviewing in different strata. The goal was to release an optimum amount of sample each time to achieve a high response rate while completing the targeted number of interviews within the field period.

Data Collection: June 2, 2025 – July 5, 2025 (n=500) and August 29, 2025 – October 5, 2025 (n=500)

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 account for selection of respondents from the frame. 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. The standard demographic variables used for post-stratification are: age, gender, education, region.

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.