

Montenegro 2025 Methodology

Montenegro 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 Statistical office of Montenegro, the 2011 population census, and Montenegro State Election Commission - Polling station List - 2023 Montenegrin Presidential Elections.

Stratification: The sampling frame was stratified by geographic region and urbanicity, resulting in a total of 10 strata. These include four administrative regions and the capital: Center, East, North, South, Podgorica (Capital). The regions were further stratified by urban/rural status as defined by the statistical office of Montenegro.

Sample Selection: Primary Sampling Units (PSUs) are electoral districts (in urban areas), or streets or blocks if information on electoral districts is not available, and settlements/villages (in rural). PSUs were selected using probabilities proportional to population size, where the total 15+ population from 2011 population census was the measure of size. A total of 100 PSUs were selected.

Second stage of the selection was implemented only in some urban areas where electoral districts are large. In those units, secondary sampling units were streets and blocks. Selection was performed using Simple Random Sampling. One SSU was selected in each PSU.

Within each selected household, interviewers listed all eligible (15+ adults) individuals and the CAPI program randomly selected a respondent.

Data Collection: September 3, 2025 – November 18, 2025

Weighting: The sample data was 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.