

Serbia 2025 Methodology

Serbia 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 the 2022 population census and the 2017 list of voting stations provided by the Republic Electoral Commission.

Stratification: The sampling frame was stratified by geographic region and urban rural status, resulting in a total of 8 strata. These include the 4 NUTS2 regions: Belgrade (capital), Central and West Serbia, East and South Serbia, and Vojvodina. The regions were further stratified by urban and rural status classified by local statistical office of the Republic of Serbia.

Sample Selection: Primary Sampling Units (PSUs) in Serbia are electoral districts. PSUs were selected using the systematic PPS method (probabilities proportional to population size), where the number of voters was 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: May 22, 2025 – August 3, 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): $\pm 3.6\%$ (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.