

## Methodological Design

The Gallup World Poll uses two primary methodological designs:

- A Random-Digit-Dial (RDD) telephone survey design is used in countries where 80% or more of the population has landline phones. This situation is typical in the United States, Canada, Western Europe, Japan, Australia, etc.
- In the developing world, including much of Latin America, the former Soviet Union countries, nearly all of Asia, the Middle East, and Africa, an area frame design is used for face-to-face interviewing.

The following are key aspects of the overall Gallup World Poll survey philosophy:

- The sample represents all parts of each country\*, including all rural areas. Countries are reviewed on a case-by-case basis when part of a country cannot be included in the sample design. The review determines whether the survey should be carried out.
- The target population includes all individuals aged 15 and older.
- Face-to-face interviews are approximately one hour in length. Telephone interviews are considerably shorter, about 30 minutes in length.
- There is a standard set of questions used around the world.
- In the parts of the world where face-to-face surveys are conducted, the questionnaire includes questions tailored to each region. For example, the questions used in heavily indebted poor countries are tailored toward providing information about progress on the Millennium Development Goals.
- The questionnaire is translated\*\* into the major languages of each country.
- Interviewing supervisors and interviewers are trained, not only on the questionnaire, but also on the execution of field procedures. This interviewing training usually takes place in a central location.
- Quality control procedures are used to validate that correct samples are selected and that the correct person is randomly selected in each household. Random respondent selection uses either the latest birthday method or the Kish Grid.

## Sampling

The typical World Poll survey in a country consists of 1,000 completed questionnaires. However, in some countries, oversamples may be collected in major cities. For example, we collected an additional 500 interviews in Moscow.

In countries where face-to-face surveys are conducted, census listings of Primary Sampling Units (PSU), consisting of clusters of households, are the main way of selecting the sample. Typically, the PSU are stratified this way:

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- I. Cities with population = 1,000,000 or more
- II. Cities with population = 500,000 to 999,999
- III. Cities with population = 100,000 to 499,999
- IV. Cities with population = 50,000 to 99,999
- V. Towns with population = 10,000 to 49,999
- VI. Towns/Rural villages with populations under 10,000

PSU are proportionally allocated to the population in each stratum and typically 125 PSU are sampled with an average of eight interviews, one interview per sampled household, per PSU. If maps of the PSU are available, then they are used; otherwise, the selected PSU must be mapped. Random route procedures are used to select sampled households. Interviewers must make at least three attempts to survey the sampled household, unless an outright refusal occurs. If an interview cannot be obtained at the initial sampled household, the household to the immediate right of the initial household is selected. If the first attempt at this household is unsuccessful, then the house immediately to the left of the initial household is selected. Attempts to obtain an interview can be made at up to nine households.

In the RDD survey, at least five call attempts are made to reach a person, aged 15 and older, in each household. Typically the design is not stratified, but otherwise the other processes and procedures follow those used in the face-to-face design.

### Statistical Validity

The first round of data collection was carried out in late 2005 and 2006. These probability surveys are valid\*\*\* within a statistical margin of error, also called a 95% confidence interval. This means that if the survey is conducted 100 times using the exact same procedures, the margin of error would include the “true value” in 95 out of the 100 surveys. With a sample size of 1,000, the margin of error for a percentage at 50% is  $\pm 3$  percentage points.

Because these surveys use a clustered sample design, the margin of error varies by question, and if a user is making critical decisions based on the margin of error, he or she should consider inflating the margin of error by the design effect. The design effect accounts for the potential of correlated responses, and increase in the margin of error, caused by the sample of clusters of households in PSU.

\*Three exceptions exist: Areas that threaten the safety of interviewing staff are excluded, as are scarcely populated islands in some countries and areas that can be reached only by foot or by animal, with the exception of China.

\*\*The translation process includes two independent translations and back translations; survey personnel adjudicate the differences.

\*\*\*Assuming other sources of error, such as nonresponse, by some members of the targeted sample are equal. Other errors that can affect survey validity include measurement error associated with the questionnaire, such as translation issues and coverage error, where a part or parts of the target population aged 15 and older have a zero probability of being selected for the survey.