Gallup World Poll Methodology

The Gallup World Poll (GWP) has been conducted annually since 2006 around the world. With some exceptions, all surveys, either telephone or face-to-face, are probability based and nationally representative of the resident population aged 15 and older. The coverage area is the entire country including rural areas, and the sampling frame represents the entire civilian, non-institutionalized, aged 15 and older population of the entire country. Exceptions include areas where the safety of interviewing staff is threatened, scarcely populated islands in some countries, and areas that interviewers can reach only by foot, animal, or small boat.

Random Digit Dial telephone surveys, generally including landline and cell phone samples, are used in countries where telephone coverage represents at least 80% of the population or is the customary survey methodology. Landline samples are stratified by regions in telephone country. For landline samples the latest birthday procedure is used to randomly select an adult household member for the survey. For the cell phone portion of the sample the person that answers is interviewed, providing he or she is not less than 15 years of age.

In Central and Eastern Europe, as well as 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. A stratified multi- stage cluster design is used in face to face surveys. Either population based or regional stratification is used.   Ultimate clusters can be wards or enumeration areas, Imadas or some other small administrative subdivision. Examples of typical sample designs include a) regional based stratification by governorate, a sample of delegations proportional to population, and within sampled delegations a simple random sample of Imadas (Tunisia) or b) stratification by region and population within region and then a simple random sample of wards (Kenya). In each ultimate cluster (Imadas in Tunisia and ward in Kenya) a random route procedure is used to randomly select households. Generally a sample of eight households per ultimate cluster is selected. Within each selected household a Kish Grid is used to randomly select one adult household member for the interview.

Within each country Gallup uses local interviewers. Questions are translated into major languages in each country. In India, for example, interviewers are conducted in English, Assamese, Bengali, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil and Telugu.   In South Africa interviews are conducted in English, Afrikaans, Zulu, Xhosa and Sotho. In each language question concepts are translated into conversational languages and an independent back translation is produced to verify the accuracy of the translation. Adjustments are made through an adjudication process. Interviewers can interview in a language only if they have a written version of the questionnaire in that language. In total 143 languages were used in 2012 and 2013.

Before each survey is fielded Interviewers attend a three or four day training session. Each session is conducted by a Gallup staff member or a local partner that has been certified to train on the GWP methodology. Besides training on questionnaire content interviewers in face to face countries are trained on the random route household and respondent selection methods. Interviewers conduct mock and pilot interviews as part of the training. Interviewers must be accompanied by the supervisor for one full interview, from start to finish, within the first two days of interviewing. As part of the GWP quality

control process the supervisor must accompany at least 15% of subsequent interviews. A minimum of 15% of households attempted by each interviewer must be checked by a supervisor for correct execution of random route procedures and correct selection of the household member and verification that the interview was conducted.

The field period can take between two and four weeks. Gallup uses post-stratification weighting by gender, age and education level (when available) as a final step in the preparation of each countries data.

It is important to note that the telephone and the face to face surveys all have stratified designs and that the face to face surveys also include cluster sampling. Therefore using analysis techniques that ignore these design features, that is, ignore the survey design effects, will provided biased underestimates of sampling errors both for descriptive statistics and in any modeling. This occurs since the intra-class correlation is ignored when using methods that do not account for the stratification and clustering. It is possible to avoid this biased method by using SPSS Complex Samples to incorporate the designs into any analysis.

More information on the Gallup World Poll

Worldwide research methodology:

http://www.gallup.com/strategicconsulting/156923/worldwide-research-methodology.aspx

GWP questions

http://media.gallup.com/dataviz/www/WP_Questions_WHITE.pdf

Research design:

http://media.gallup.com/WorldPoll/PDF/WPResearchDesign091007bleeds.pdf

Country data set details:

http://www.gallup.com/strategicconsulting/128171/Country-Data-Set-Details-May-2010.aspx

To access all the questions ever asked within the World Poll, please set up a free password on this page:

http://q12survey.gallup.com/gallup_engagement/?gclid=Cj0KEQjwvLGfBRDfkrr19KDS-7YBEiQA8CoFJ45NV23P4pvuXjvbXhyIfHGEveCN4LnNTmSSTsnJcvwaAo4n8P8HAQ

The following links may be useful for an overview of some of the core questions;

http://www.gallup.com/strategicconsulting/156926/indexes-questions.aspx

The final link to the World Poll Reference Tool are incorrect- the correct link is below.

https://wpr.gallup.com/