



## **ESOMAR-WAPOR**

# **Survey on the Freedom to Conduct and Publish Opinion Polls**

Welcome to our Survey on the Freedom to Conduct and Publish Opinion Polls. This is the 7th worldwide survey conducted on this topic by WAPOR and ESOMAR since 1984. We expect it will take about 20-30 minutes of your time to complete this survey. Your contribution is very important to us as a community of public opinion researchers.

**Thank you for your participation.**

Please, write in your name and email address. This information will allow your browser to save your survey progress and you can return to finish the survey at a later occasion if necessary. Your name and email will not be stored together with the data and will never be disclosed.

Name:	<input type="text"/>
Email:	<input type="text"/>

*ESOMAR-WAPOR Survey on the Freedom to Conduct and Publish Opinion Polls*

Q1. We would like to ask you to report about the situation in your country. We will treat your answers in total confidence, and no individual responses will be identifiable.

Country:

Q2. Which of the following institutions regularly commission public opinion polls in your country? (Select ALL that apply).

<b>Survey Sponsor</b>	<b>Yes</b>	<b>No</b>
a. Government (national)	1	2
b. Government (local)	1	2
c. Media – TV	1	2
d. Media – Print	1	2
e. Political parties	1	2
f. Private businesses	1	2
g. Special interest groups	1	2
h. Not-for-profit groups	1	2
i. On-line news agencies	1	2

**Other (Please specify):** \_\_\_\_\_

Q3. About which of the following topics are polls in your country conducted? (Select ALL that apply).

<b>Topics</b>	<b>Yes</b>	<b>No</b>
a. Elections and voting	1	2
b. Rating political parties and leaders	1	2
c. Rating government performance	1	2
d. Political participation and voting intentions	1	2
e. Social issues (gender, ethnic relations)	1	2
f. Health policy	1	2
g. Education	1	2
h. The economy	1	2
i. Environment	1	2
j. Crime	1	2
k. Religion	1	2
l. Foreign policy	1	2
k. International relations	1	2
l. Corona pandemic	1	2

**Other (Please specify):** \_\_\_\_\_

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[FILTER: Include only those topics from Q3 which had a “no” response]

Q4A. Are any of the following polling subjects considered a taboo topic in your country, meaning that polls about this topic cannot be conducted?

Topics	Polling	
	Yes	No
a. Elections and voting	1	2
b. Rating political parties and leader	1	2
c. Rating government performance	1	2
d. Political participation & voting intentions	1	2
e. Social issues (gender, ethnic relations)	1	2
f. Health policy	1	2
g. Education	1	2
h. The economy	1	2
i. Environment	1	2
j. Crime	1	2
k. Religion	1	2
l. Foreign policy	1	2
k. International relations	1	2

ASK ALL

Q4B. Are any of the following polling subjects considered a taboo topic in your country, meaning that polls about this topic cannot be conducted?

Topics	Publishing	
	Yes	No
a. Elections and voting	1	2
b. Rating political parties and leader	1	2
c. Rating government performance	1	2
d. Political participation & voting intentions	1	2
e. Social issues (gender, ethnic relations)	1	2
f. Health policy	1	2
g. Education	1	2
h. The economy	1	2
i. Environment	1	2
j. Crime	1	2
k. Religion	1	2
l. Foreign policy	1	2
k. International relations	1	2

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[FILTER: Include only those who answered "Yes" in Q3a "Elections and voting"]

Q5. About how many companies conduct pre-election polls in your country?

1. Just 1 or 2
2. 3 to 5
3. 5 to 10
4. More than 10
9. Don't know

Q6. Which of the following modes of administration are used to conduct public opinion polls in your country? [Please check all that apply]

<b>Mode</b>	<b>Yes</b>	<b>No</b>	<b>DK</b>
a. In person / face-to-face	1	2	9
b. Online/web	1	2	9
c. Telephone with landline phones only	1	2	9
d. Telephone with mobile phones only	1	2	9
e. Telephone with landline and mobile phones	1	2	9
f. Interactive Voice Response (IVR)	1	2	9
g. Mail/Postal (e.g. ABS sampling)	1	2	9
h. Other [Please specify]: _____			

Q7. Which mode would you say is the dominant mode, the one that is used most for public opinion polling?

<b>Mode</b>	<b>Yes</b>	<b>No</b>	<b>NA</b>	<b>DK</b>
a. In person / face-to-face	1	2	3	9
b. Online/web	1	2	3	9
c. Telephone with landline phones only	1	2	3	9
d. Telephone with mobile phones only	1	2	3	9
e. Telephone with landline and mobile phones	1	2	3	9
f. Interactive Voice Response (IVR)	1	2	3	9
g. Mail/Postal (e.g. ABS sampling)	1	2	3	9
h. Other [Please specify]: _____				

Q8. If there are mixed-mode public opinion surveys conducted in your country, what is the most widespread combination of data collection modes? (Please select two or more options. You may use the text box for "Other" to write in your own answer)

- In person / face-to-face
- Online/web
- Telephone with landline phones only
- Telephone with mobile phones only
- Telephone with landline and mobile phones
- Interactive Voice Response (IVR)
- g. Mail/Postal (e.g. ABS sampling)
- h. Other [Please specify]: \_\_\_\_\_
- There are no mixed-mode surveys conducted

Q8A. Comment: \_\_\_\_\_

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Q9. In general, would you say it is more or less difficult now to conduct public opinion polls in your country, compared to five years ago? Or would you say that nothing has changed substantially?

1. Much more difficult
2. Somewhat more difficult
3. Nothing has changed substantially
4. Somewhat less difficult
5. Much less difficult

Q10. Regardless of general conditions, how much does each of the following contribute to making it **more difficult** to conduct public opinion polls in your country, compared to five years ago? Would you say they have had no effect at all, a little, somewhat or a great deal more difficult?

	Not At All	A Little	Some what	Great Deal
a. Declining response rates	1	2	3	4
b. Budget cuts	1	2	3	4
c. New government regulations	1	2	3	4
d. Increasing item non-response	1	2	3	4
e. Increasing concerns about data privacy	1	2	3	4
f. Increased costs of data collection	1	2	3	4
g. Increasing inaccessibility of some respondents due to physical barriers	1	2	2	4
h. Increasing inaccessibility of some respondents due to crime and insecurity	1	2	3	4
i. Phasing out survey modes such as F2F	1	2	3	4
j. The corona pandemic	1	2	3	4
k. Other local crises	1	2	3	4
l. Lack of recent government demographic statistics to support sample design and weighting	1	2	3	4
m. Increase in the number of single person households	1	2	3	4

**Other (Please specify)**

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Q11. And, how much do you think each of the following changes has made it **easier** to conduct opinion polls in your country, compared to five years ago. Would you say these events have had no effect at all, a little, somewhat or a great deal more difficult?

	Not At All	A Little	Some what	Great Deal
a. The corona pandemic	1	2	3	4
b. Budget increase	1	2	3	4
c. Development of new modes, such as online panels	1	2	3	4
d. Expansion of mobile phones across the general population	1	2	3	4
e. General improvement in technology such as IT and communications	1	2	3	4
f. Professional development of public opinion polling in your country	1	2	3	4
g. Socio-cultural change in your country in general	1	2	3	4
h. Opening up of your country to public opinion polling in general	1	2	3	4
i. Other local developments	1	2	3	4
j. Connections to international organization(s) of public opinion polling	1	2	3	4
k. Other international or global developments	1	2	3	4

**Other (Please specify)**

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Q12. How would you rate the general methodological quality of the public opinion polls published in your country? In general, are they of...

1. Very high quality [Skip to Q14]
2. Somewhat high quality [Skip to Q14]
3. Neither high nor low quality [Skip to Q14]
4. Somewhat low quality [Go to Q13a]
5. Very low quality [Go to Q13b]

Q13a. [Filtered] Why do you think they are of **somewhat low quality**?

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Q13b. [Filtered] Why do you think they are of **very low quality**?

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Q14. How would you rate the general quality of journalistic reporting of public opinion poll findings in your country mass media? In general, are they of...

1. Very high quality [Skip to Q16]
2. Somewhat high quality [Skip to Q16]
3. Neither high nor low quality [Skip to Q16]
4. Somewhat low quality [Go to Q15]
5. Very low quality [Go to Q15]

FILTER: Q14=4 OR Q14=5

Q15. How much do each of the following contribute to the very or somewhat low quality of journalistic reporting of public opinion poll findings in your country?

	Not At All	A Little	Some what	Great Deal
a. Insufficient understanding of scientific opinion polling	1	2	3	4
b. Polls are not conducted frequently enough to gain the interest of journalists	1	2	3	4
c. Relevant details about opinion polls are not reported (timing, sampling, sponsorship)	1	2	3	4
d. Only topline results are reported	1	2	3	4

Other [Please specify] \_\_\_\_\_

Q16. How would you rate the safety of **in-person interviewers** in your county when they are out conducting F2F interviews? Not into account the COCID-19 pandemic, but in terms of general conditions in your country, would you say that interviewers are ...

1. Very safe?
2. Somewhat safe?
3. Somewhat unsafe?
4. Very unsafe?
8. Not applicable
9. Don't know

*ESOMAR-WAPOR Survey on the Freedom to Conduct and Publish Opinion Polls*

Q17a. Are there any university training courses or degree programs available for opinion pollsters (and/or aspiring opinion pollsters) within your country?

1. Yes =>Q17b
2. No
9. Don't know

Q17b. Could you share some examples?

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Q17c. Are there any university training courses or degree programs available for opinion pollsters in nearby countries?

1. Yes
2. No
9. Don't know

Q18a. Are there any non-university training courses, such as workshops, available for opinion pollsters within your country?

1. Yes=>Q18b
2. No
9. Don't know

Q18b. Could you share some examples?

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Q18c. Are there any non-university training courses available for opinion pollsters in nearby countries?

1. Yes
2. No
9. Don't know



*ESOMAR-WAPOR Survey on the Freedom to Conduct and Publish Opinion Polls*

Q19. Is the methodological information regarding polls published in your country easily available?

1. Yes, easily (on pollsters' websites, for example)
2. Yes, but upon request and generally not easy
3. It varies across pollsters
4. Usually not accessible
9. Don't know

Other [Please specify]

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Q20a. Are polling data generally available for additional analyses or archived in a publicly accessible data center?

1. Yes, and access is easy
2. Yes, but access is difficult
3. No, not to my knowledge
9. Don't know

Q20b. Other [Please specify]

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Q21. To what extent are you familiar with each of the following Codes and Guidelines?

	<b>Very familiar</b>	<b>Somewhat familiar</b>	<b>A little familiar</b>	<b>Not at all familiar</b>	<b>Don't know</b>
a. ESOMAR/WAPOR Guidelines for the Publication of Public Opinion Poll Results	4	3	2	1	9
b. WAPOR Guidelines for exit polls and election forecasts	4	3	2	1	9
c. WAPOR Code of Ethics	4	3	2	1	9
d. ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analysis	4	3	2	1	9

Q22a. In your opinion, do public opinion pollsters in your country generally conform to these codes and guidelines? Would you say ...

1. most pollsters conform
2. some pollsters conform
3. few pollsters conform
4. none conform
5. It varies with the guideline or policy
9. Don't know

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Q22b. Other [Please specify]

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Q23a. In your country is there a governmental body that is responsible for controlling the conduct (**regulating**) of election polls?

- 1. Yes
- 2. No
- 9. Don't know

Q23b. Any comment? [Please specify]

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Q23c. Can you provide the name of this organization? And a link to its website?

Name: \_\_\_\_\_

Link: \_\_\_\_\_

Q24a. In your country is there a professional association or other group that is responsible for addressing complaints about election polls?

- 1. Yes
- 2. No
- 9. Don't know

Q24b. Any comment? [Please specify]

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Q24c. Can you provide the name of this organization? And the link to its website?

Name: \_\_\_\_\_

Link: \_\_\_\_\_

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Q25. In your country, is there a *blackout* period for pre-election opinion polls, during which polling results may not be released to the public?

1. Yes =>Q33a
2. No =>Q26
3. Don't know =>Q26

Q33a. How many days, prior to an election, is the publication of polls not permitted? [If there are different blackout periods for different elections, please refer to the election with the longest *blackout* period and specify the type of election). Days: \_\_\_\_\_

Q33b. For what type of election \_\_\_\_\_

Q33c. Please indicate any web links where information regarding polling *blackout* periods or any other polling restrictions in your country can be found.

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Q26. Within the next 3-5 years, do you expect any change in your country in the rules regarding the *blackout* periods before elections?

1. Expect blackout periods to be imposed
2. Expect a longer blackout period
3. Expect no change
4. Expect a shorter blackout period
5. Expect blackout period(s) to be abolished
9. Don't know

*ESOMAR-WAPOR Survey on the Freedom to Conduct and Publish Opinion Polls*

Q27. For the publication of public opinion polls in your country, which of the following must be disclosed, either because it is required by law or because of self-regulation by the media or polling industry? [Please distinguish between actual legal restrictions and limitations agreed or recommended on a voluntary basis. Please choose as many items as appropriate, multiple answers are allowed for each item].

	<b>Legal</b>	<b>Code/Self Regulation</b>	<b>Not required</b>
a. Persons or agency that commissioned the opinion poll	1	2	3
b. Sponsor/funder of the opinion poll	1	2	3
c. Geographic coverage	1	2	3
d. Sample frame and design	1	2	3
e. Sample supplier	1	2	3
f. Characteristics of the sample	1	2	3
g. Margin of error	1	2	3
h. Response rate	1	2	3
i. Mode of interview (telephone, in-person, online)	1	2	3
j. Dates of data collection	1	2	3
k. Question wording	1	2	3
l. Method of recruiting respondents or panel members	1	2	3
m. Sample size	1	2	3
n. Description of weights (if applicable)	1	2	3
o. Other [Please specify]: _____	1	2	3

Q28. Is there any other information about legal restrictions or self-regulations on the conduct of public opinion polls in your country that you would like to add or clarify? [Additional comments are welcome]

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Q29. In your country, are there legal restrictions on the conduct of exit polls?

1. Exit polls cannot be conducted at all
2. Exit polls cannot be conducted inside the polling station
3. Exit polls cannot be conducted within a specified distance from the polling station: => Q29A. DISTANCE: \_\_\_\_\_
4. No restrictions, but no exit polls have been conducted to date
5. No restrictions, and some exit polls have been conducted
9. Don't know

Q30. Are there legal restrictions or self-regulations on the publication of exit polls by the media?  
 [Please choose as many items as appropriate, multiple answers are allowed for each item.]

	<b>Legal</b>	<b>Code/Self- Regulation</b>	<b>No restrictions</b>
a. Exit polls cannot be published before all polls in the country have closed	1	2	3
b. Exit polls cannot be published before all polls in the polling area (state, region, district) close	1	2	3
c. Exit polls cannot be published by the media	1	2	3

Q31. Is there any other information about legal restrictions or self-regulations on exit polls in your country that you would like to add or clarify? [Additional comments are welcome.]

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Q32. Please indicate any web links where information regarding exit poll restrictions in your country can be found.

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*ESOMAR-WAPOR Survey on the Freedom to Conduct and Publish Opinion Polls*

Q34a. Are you aware of any legal prosecutions of companies, institutions or individuals who have commissioned public opinion polls in your country in the past five years?

- 1. Yes (Go to Q34b)
- 2. No (Skip to Q34c)
- 9. Don't know (Skip to Q34c)

Q34b. Which kind, if any, of legal prosecutions of companies, institutions or individuals who have **commissioned public opinion polls** have occurred in your country in the past five years? [Please specify]:

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Q34c. Are you aware of any legal prosecutions of companies, institutions or individuals **reporting results of public opinion polls** in your country in the past five years?

- 1. Yes (Go to Q34d)
- 2. No (Skip to Q35)
- 9. Don't know (Skip to Q35)

Q34d. Which kind, if any, of legal prosecutions of companies, institutions and individuals reporting results of public opinion polls have occurred in your region/country in the past five years? [Please specify]

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Q35. Thinking about your country, can you recommend public opinion experts who are regularly publishing polling results? [If yes, please specify]:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile: \_\_\_\_\_

Q36. Thinking about the freedom to conduct and publish opinion polls in your country, what do you think organizations like WAPOR and ESOMAR can do to help?

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**Demographics**

D-1. Which one of the following best describes what you do?

1. Academic researcher or faculty
2. Student
3. Survey research client/buyer/sponsor
4. Survey research provider
5. Journalist
6. Government researcher
7. Political consultant
8. Researcher at a non-profit organization, NGO or foundation
9. Other [Please specify]: \_\_\_\_\_
10. Refuse to answer

D-2. For how many years have you been working as a professional in the public opinion research field?

1. This is my first year
2. 2-5 years
3. 6-10 years
4. 11-20 years
5. More than 20 years

D-3. If applicable, how many years have you been teaching public opinion research?

1. This is my first year
2. 2-5 years
3. 6-10 years
4. 11-20 years
5. More than 20 years
6. Not applicable

D-4. To what extent are cross-national opinion polls a part of your work? Do you conduct them

1. Never
2. Once a year or less often
3. More than one per year
4. Prefer not to say

D-5. Gender

1. Male
2. Female
3. Other
4. Prefer not to say

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D-6. Which of the following best describes your education experience?

1. Bachelor's degree or less
2. Master's or professional degree
3. Ph.D.
4. Prefer not to say

D-7. Are you replying as a National Representative or member of ESOMAR or WAPOR?

1. ESOMAR
2. WAPOR

Would you be willing to discuss the findings of the survey with the ESOMAR-WAPOR team and contribute a short article to one of our journals in the coming year?

1. Yes
2. No

If yes, please provide our name, mobile number and email address.

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Thanks for your contribution!