

Freedom to Conduct Opinion Polls Questionnaire 2017

Intro Welcome to our Survey on Freedom to Conduct and Publish Opinion Polls. This is the 6th worldwide survey conducted on this topic by WAPOR and ESOMAR since 1984. It will take less than ten minutes of your time to complete this survey and it is very important to us as a community of researchers on public opinion.

Thank you for your participation.

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:

▼ Afghanistan ... Zimbabwe

Q2. Which of the following institutions commission public opinion polls in your country/region?

Q2a. **Government-national**

Yes

No

Q2b. **Government-local**

Yes

No

Q2c. **Media-TV**

Yes

No

Q2d. Media-print

Yes

No

Q2e. Political parties

Yes

No

Q2f. Private businesses

Yes

No

Q2g. Special interest groups, not-for-profit organizations

Yes

No

Q2h. Other (Please specify)

Q3. For which of the following topics are polls in your country/region conducted?

Q3a. Elections

Yes

No

Q3b. Evaluations of political leaders and parties

Yes

No

Q3c. Opinion about government

Yes

No

Q3d. Social issues (gender, employment, ethnic relations)

Yes

No

Q3e. Health policy

Yes

No

Q3f. Education

Yes

No

Q3g. Economic matters (state of the economy, employment, taxes, etc.)

Yes

No

Q3h. Environmental topics

Yes

No

Q3i. Crime

Yes

No

Q3j. **Other (Please specify)**

Q4. About how many companies conduct pre-election polls in your country/region?

- Just 1 or 2
- 3 to 5
- 5 to 10
- More than 10

Q5. Which of the following modes of administration are used to conduct public opinion polls in your country?

- In person
 - Online/web
 - Telephone with landline phones only
 - Telephone with mobile phones only
 - Telephone with both landline and mobile phones
 - Other (Please Specify)
-

[IF ONLY ONE MODE SELECTED, GOTO TO Q6]
[ELSE GOTO Q5a]

Q5a. Which mode would you say is the dominant mode (the one that is used most for public opinion polling)?

- In person
- Online/web
- Telephone with landline phones only
- Telephone with mobile phones only
- Telephone with both landline and mobile phones
- Other (Please Specify) _____

Q6. In general, would you say it is more or less difficult to conduct public opinion polls in your country/region now, compared to five years ago, or would you say that nothing has changed substantially?

- More difficult
- Less difficult
- Nothing has changed substantially

[IF 'MORE DIFFICULT', GOTO TO Q6a]

[IF 'LESS DIFFICULT', GOTO TO Q6b]

[ELSE GOTO Q7]

Q6a. Would you say much more difficult or only a little more difficult?

- much more difficult
- only a little more difficult

Q6b. Would you say much less difficult or only a little less difficult?

- much less difficult
- only a little less difficult

Q7. Regardless of general conditions, how much do each of the following contribute to making it more difficult to conduct public opinion polls in your country/region, compared to five years ago?

Q7a. Declining response rates

- Not at all
- A little
- Somewhat
- A great deal

Q7b. Budget cuts

- Not at all
- A little
- Somewhat
- A great deal

A7c. New government regulations

- Not at all
- A little
- Somewhat
- A great deal

Q7d. People's unwillingness to express their opinion, increasing numbers of undecided

- Not at all
- A little
- Somewhat
- A great deal

Q7e. Concerns about data privacy

- Not at all
- A little
- Somewhat
- A great deal

Q7f. Increased cost of data collection

- Not at all
- A little
- Somewhat
- A great deal

Q7g. Inaccessibility of some respondents due to physical barriers

- Not at all
- A little
- Somewhat
- A great deal

Q7h. Inaccessibility of some respondents due to crime or insecurity

- Not at all
- A little
- Somewhat
- A great deal

Q7i. Other (Please specify)

Q8. How would you rate the general methodological quality of the public opinion polls published in your country/region? In general, are they of...

- Very high quality
- Somewhat high quality
- Neither high nor low quality
- Somewhat low quality
- Very low quality

[IF 'SOMEWHAT LOW QUALITY', GOTO Q8A]

[IF 'VERY LOW QUALITY', GOTO Q8b]

[ELSE GOTO Q9]

Q8a. Why do you think they are of somewhat low quality?

Q8b. Why do you think they are of very low quality?

Q9. How would you rate the general quality of journalistic reporting of public opinion poll findings in your country/region's mass media? In general, are they of...

- Very high quality
- Somewhat high quality
- Neither high nor low quality
- Somewhat low quality
- Very low quality

Q10. How much do each of the following contribute to the low quality of poll reporting in your country/region?

Q10a. Insufficient understanding of polls

- Not at all
- A little
- Somewhat
- A great deal

Q10b. Polls not conducted frequently

- Not at all
- A little
- Somewhat
- A great deal

Q10c. Relevant details about polls (e.g., timing, sample) not reported

- Not at all
- A little
- Somewhat
- A great deal

Q10d. Only topline results reported

- Not at all
- A little
- Somewhat
- A great deal

Q10e. **Other (Please specify)**

Q10f. **Please comment (Specify)**

Q11a. Is there any university training (e.g., courses or degree programs) available for opinion pollsters within your country?

- Yes
- No
- Don't know

Q11b. Is there any university training available for opinion pollsters in nearby countries?

- Yes
- No
- Don't know

Q12a. Is there any non-university training (e.g., workshops) available for opinion pollsters within your country?

- Yes
- No
- Don't know

Q12b. Is there any non-university training available for opinion pollsters in nearby countries?

- Yes
- No
- Don't know

Q13. Is the methodological information regarding polls published in your country easily available?

- Yes, easily (on pollsters' web sites, for example)
- Yes, but upon request and generally not easy
- Variable across pollsters
- Usually not accessible
- Don't know

Q13a. Please comment (Specify)

Q14. Are poll data generally available for additional analyses or archived in a publicly accessible data center?

- Yes, and access is easy
- Yes, but access is difficult
- No, not to my knowledge
- Don't know

Q14a. Please comment (Specify)

Q15. To what extent are you familiar with each of the following Codes and Guidelines?

Q15a. The ESOMAR/WAPOR Guideline for the Publication of Public Opinion Poll Results

- Not at all
- A little
- Somewhat
- Very familiar

Q15b. The WAPOR Guidelines for Exit Polls and Election Forecasts

- Not at all
- A little
- Somewhat
- Very familiar

Q15c. The WAPOR Code of Ethics

- Not at all
- A little
- Somewhat
- Very familiar

Q15d. The ICC ESOMAR International Code on Market, Opinion and Social Research and Data Analytics

- Not at all
- A little
- Somewhat
- Very familiar

Q16. In your opinion, do public opinion pollsters in your country/region generally conform to these codes and guidelines?

- Most pollsters conform
- Some pollsters conform
- Few pollsters conform
- None conform
- Don't know

Q16a. Any comment? (Specify)

Q17. In your country is there a governmental body that is responsible for controlling the conduct of election polls?

- Yes
- No
- Don't know

Q17a. Any comment? (Specify)

[IF 'YES' TO Q17, GOTO Q17b]
[ELSE GOTO Q18]

Q17b. Can you provide the name of this organization?

Q18. In your country is there a professional association or other group that is responsible for addressing complaints about election polls?

- Yes
- No
- Don't know

Q18a. Any comment? (Specify)

[IF 'YES' TO Q18, GOTO Q18b]
[ELSE GOTO Q19]

Q18b. Can you provide the name of this organization?

Q19. Do you have any additional comments to share on this topic?

Q20. In your country, is there a *blackout* period for pre-election opinion polls, during which polling results may not be released to the public?

- Yes
- No
- Don't know

[IF 'YES' TO Q20, GOTO Q21a]
[ELSE GOTO Q22]

Q21. 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: _____

Q21a. For what election(s):

Q22. Within the next 3-5 years, do you expect any change in your country in the rules regarding the *blackout* periods before elections?

- Expect blackout periods to be imposed
- Expect longer blackout period
- Expect no change
- Expect shorter blackout period
- Expect blackout periods to be abolished
- Don't know

Q23. For the publication of public opinion polls in your country, which of the following must be disclosed, either because it is requested by law or because of self-regulation of 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 allowed for each item).

	Code/self-regulation	Legal
Persons or agency that commissioned the opinion poll	<input type="checkbox"/>	<input type="checkbox"/>
Geographical coverage	<input type="checkbox"/>	<input type="checkbox"/>
Characteristics of the sample	<input type="checkbox"/>	<input type="checkbox"/>
Margin of error	<input type="checkbox"/>	<input type="checkbox"/>
Response rate	<input type="checkbox"/>	<input type="checkbox"/>
Mode of interview (telephone, in-person, web)	<input type="checkbox"/>	<input type="checkbox"/>
Dates of data collection	<input type="checkbox"/>	<input type="checkbox"/>
Question wording	<input type="checkbox"/>	<input type="checkbox"/>
Other (SPECIFY)	<input type="checkbox"/>	<input type="checkbox"/>

Q24. 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 welcome)

Q25. Please indicate any web links where information regarding polling *blackout* periods or any other polling restrictions in your country can be found.

Q26. In your country, are there legal restrictions on the conduct of exit polls?

- Exit polls cannot be conducted at all
- They cannot be conducted inside the polling station
- They cannot be conducted within a specified distance from the polling place.
DISTANCE: _____
- No restriction but exit polls have not been conducted to date
- No restriction and some exit polls have been conducted to date
- Don't know

Q27. 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 allowed for each item.)

	Legal	Code/self-regulation
Exit polls cannot be published before all polls in the country close	<input type="checkbox"/>	<input type="checkbox"/>
Exit polls cannot be published before all polls in the polling area (state, district, region) close	<input type="checkbox"/>	<input type="checkbox"/>
Exit polls cannot be published by the media	<input type="checkbox"/>	<input type="checkbox"/>
No restriction	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

Q28. 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 welcome.)

[IF REPORTS ANY EXIT POLL RESTRICTIONS IN Q26, GOTO Q29]
[ELSE GOTO THANK-YOU]

Q29. Please indicate any web links where information regarding exit poll restrictions in your country can be found.

THANK-YOU.
