Afghanistan, Angola, Albania, Andorra, United Arab Emirates, Argentina, Armenia, Australia, Austria, - Gallup World Poll 2013, June

Gallup, Inc.

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Overview

Identification

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WLD_2013_GWP-JUN_v01_M

Version

VERSION DESCRIPTION

PRODUCTION DATE
2013-06

Overview

ABSTRACT
Gallup Worldwide Research continually surveys residents in more than 150 countries, representing more than 98% of the world's adult population, using randomly selected, nationally representative samples. Gallup typically surveys 1,000 individuals in each country, using a standard set of core questions that has been translated into the major languages of the respective country. In some regions, supplemental questions are asked in addition to core questions. Face-to-face interviews are approximately 1 hour, while telephone interviews are about 30 minutes. In many countries, the survey is conducted once per year, and fieldwork is generally completed in two to four weeks. The Country Dataset Details spreadsheet displays each country's sample size, month/year of the data collection, mode of interviewing, languages employed, design effect, margin of error, and details about sample coverage.

Gallup is entirely responsible for the management, design, and control of Gallup Worldwide Research. For the past 70 years, Gallup has been committed to the principle that accurately collecting and disseminating the opinions and aspirations of people around the globe is vital to understanding our world. Gallup's mission is to provide information in an objective, reliable, and scientifically grounded manner. Gallup is not associated with any political orientation, party, or advocacy group and does not accept partisan entities as clients. Any individual, institution, or governmental agency may access the Gallup Worldwide Research regardless of nationality. The identities of clients and all surveyed respondents will remain confidential.

KIND OF DATA
Sample survey data [ssd]

Producers and Sponsors

PRIMARY INVESTIGATOR(S)

Name	Affiliation
Gallup, Inc.	

Metadata Production

METADATA PRODUCED BY

Name	Abbreviation	Affiliation	Role
Olivier Dupriez		World Bank	

DATE OF METADATA PRODUCTION
2013-07-25

DDI DOCUMENT VERSION
DDI Document - Version 02 - (04/21/21)

This version is identical to DDI_WLD_2013_GWP-JUN_v01_M but country field has been updated to capture all the countries covered by survey.

DDI DOCUMENT ID
DDI_WLD_2013_GWP-JUN_v02_M

Sampling

Sampling Procedure

SAMPLING AND DATA COLLECTION METHODOLOGY
With some exceptions, all samples 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.

Telephone surveys are used in countries where telephone coverage represents at least 80% of the population or is the customary survey methodology (see the Country Dataset Details for detailed information for each country). 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.

The typical Gallup Worldwide Research survey includes at least 1,000 surveys of individuals. In some countries, oversamples are collected in major cities or areas of special interest. Additionally, in some large countries, such as China and Russia, sample sizes of at least 2,000 are collected. Although rare, in some instances the sample size is between 500 and 1,000. See the Country Dataset Details for detailed information for each country.

FACE-TO-FACE SURVEY DESIGN

FIRST STAGE
In countries where face-to-face surveys are conducted, the first stage of sampling is the identification of 100 to 135 ultimate clusters (Sampling Units), consisting of clusters of households. Sampling units are stratified by population size and or geography and clustering is achieved through one or more stages of sampling. Where population information is available, sample selection is based on probabilities proportional to population size, otherwise simple random sampling is used. Samples are drawn independent of any samples drawn for surveys conducted in previous years.

There are two methods for sample stratification:

METHOD 1:
The sample is stratified into 100 to 125 ultimate clusters drawn proportional to the national population, using the following strata:
1) Areas with population of at least 1 million
2) Areas 500,000-999,999
3) Areas 100,000-499,999
4) Areas 50,000-99,999
5) Areas 10,000-49,999
6) Areas with less than 10,000

The strata could include additional stratum to reflect populations that exceed 1 million as well as areas with populations less than 10,000. Worldwide Research Methodology and Codebook

METHOD 2:

A multi-stage design is used. The country is first stratified by large geographic units, and then by smaller units within geography. A minimum of 33 Primary Sampling Units (PSUs), which are first stage sampling units, are selected. The sample design results in 100 to 125 ultimate clusters.

SECOND STAGE

Random route procedures are used to select sampled households. Unless an outright refusal occurs, interviewers make up to three attempts to survey the sampled household. To increase the probability of contact and completion, attempts are made at different times of the day, and where possible, on different days. If an interviewer cannot obtain an interview at the initial sampled household, he or she uses a simple substitution method. Refer to Appendix C for a more in-depth description of random route procedures.

THIRD STAGE

Respondents are randomly selected within the selected households. Interviewers list all eligible household members and their ages or birthdays. The respondent is selected by means of the Kish grid (refer to Appendix C) in countries where face-to-face interviewing is used. The interview does not inform the person who answers the door of the selection criteria until after the respondent has been identified. In a few Middle East and Asian countries where cultural restrictions dictate gender matching, respondents are randomly selected using the Kish grid from among all eligible adults of the matching gender.

TELEPHONE SURVEY DESIGN

In countries where telephone interviewing is employed, random-digit-dial (RDD) or a nationally representative list of phone numbers is used. In select countries where cell phone penetration is high, a dual sampling frame is used. Random respondent selection is achieved by using either the latest birthday or Kish grid method. At least three attempts are made to reach a person in each household, spread over different days and times of day. Appointments for callbacks that fall within the survey data collection period are made.

PANEL SURVEY DESIGN

Prior to 2009, United States data were collected using The Gallup Panel. The Gallup Panel is a probability-based, nationally representative panel, for which all members are recruited via random-digit-dial methodology and is only used in the United States. Participants who elect to join the panel are committing to the completion of two to three surveys per month, with the typical survey lasting 10 to 15 minutes. The Gallup Worldwide Research panel survey is conducted over the telephone and takes approximately 30 minutes. No incentives are given to panel participants. Worldwide Research Methodology and Codebook
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Weighting

Data weighting is used to ensure a nationally representative sample for each country and is intended to be used for calculations within a country.

First, base sampling weights are constructed to account for oversamples and household size. If an oversample has been conducted, the data are weighted to correct the disproportionate sample. Weighting by household size (number of residents aged 15 and older) is used to adjust for the probability of selection, as residents in large households will have a disproportionately lower probability of being selected for the sample. (Weighting by household size was introduced for data collected in 2008.)

Second, post-stratification weights are constructed. Population statistics are used to weight the data by gender, age, and, where reliable data are available, education or socioeconomic status.
Finally, approximate study design effect and margin of error are calculated (calculations are presented in the Country Dataset Details). The design effect calculation reflects the influence of data weighting and does not incorporate the intraclass correlation coefficients.

Questionnaires

Overview

QUESTION DESIGN

Many of the Worldwide Research questions are items that Gallup has used for years. When developing additional questions, Gallup employed its worldwide network of research and political scientists1 to better understand key issues with regard to question development and construction and data gathering. Hundreds of items were developed, tested, piloted, and finalized. The best questions were retained for the core questionnaire and organized into indexes. Most items have a simple dichotomous ("yes or no") response set to minimize contamination of data because of cultural differences in response styles and to facilitate cross-cultural comparisons.

The Gallup Worldwide Research measures key indicators such as Law and Order, Food and Shelter, Job Creation, Migration, Financial Wellbeing, Personal Health, Civic Engagement, and Evaluative Wellbeing and demonstrates their correlations with world development indicators such as GDP and Brain Gain. These indicators assist leaders in understanding the broad context of national interests and establishing organization-specific correlations between leading indexes and lagging economic outcomes.

Gallup organizes its core group of indicators into the Gallup World Path. The Path is an organizational conceptualization of the seven indexes and is not to be construed as a causal model. The individual indexes have many properties of a strong theoretical framework. A more in-depth description of the questions and Gallup indexes is included in the indexes section of this document. In addition to World Path indexes, Gallup Worldwide Research questions also measure opinions about national institutions, corruption, youth development, community basics, diversity, optimism, communications, religiosity, and numerous other topics. For many regions of the world, additional questions that are specific to that region or country are included in surveys. Region-specific questions have been developed for predominantly Muslim nations, former Soviet Union countries, the Balkans, sub-Saharan Africa, Latin America, China and India, South Asia, and Israel and the Palestinian Territories.

The questionnaire is translated into the major conversational languages of each country. The translation process starts with an English, French, or Spanish version, depending on the region. One of two translation methods may be used.

METHOD 1:
Two independent translations are completed. An independent third party, with some knowledge of survey research methods, adjudicates the differences. A professional translator translates the final version back into the source language.

METHOD 2:
A translator translates into the target language, and an independent translator back-translates to the source language. An independent third party with knowledge of survey methods reviews and revises the translation as necessary.
Interviewers are instructed to follow the script of the interview and may not deviate from the translated language.

Data Collection

Data Collection Dates

Start	End	Cycle
2005	2012	N/A

Data Collection Notes

TRAINING AND FIELD QUALITY CONTROL

Gallup selects vendors based on experience in nationwide survey research studies and conducts in-depth training sessions with local field staff prior to the start of data collection. To assist the fieldwork team with training and to ensure consistency and structure, Gallup provides a standardized training manual. Topics covered in training include the following:

1. Rules for conducting a quality interview:
a. Reading verbatim
b. Closed-ended questions
c. Open-ended questions
d. Read and rotate
e. Skip patterns
f. Probing

2. Random route procedures:
a. Selecting a starting point
b. Household selection
c. Main households and substitutions
d. Within household selection
e. Kish grid
f. Tracking sheets

Gallup follows ESOMAR standards for quality control that at minimum includes 30% quality control. The supervisor accompanies each interviewer for one full interview within the first two days of interviewing. The supervisor accompanies interviews on a minimum of 5% of subsequent interviews. Interviewers re-contact a minimum of 15% of households to ensure correct execution of random route procedures and within household selection.

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Data Processing

Data Editing

The data set goes through a rigorous quality assurance process before being publicly released. Gallup's directors of survey research in each region of the world review the data for consistency and stability by interviewer and region. If the regional director suspects a problem, it may be necessary to collect new data. After review by the regional directors, Gallup scientists perform additional validity reviews. The data are centrally aggregated and cleaned, ensuring correct variable codes and labels are applied. The data are then reviewed in detail for logical consistency and trends over time. Once the data are cleaned, weighted, and vetted, the final step is to calculate approximate study design effect and margin of error.

Other Processing

EDUCATION AND INCOME: CREATING WORLDWIDE COMPARABILITY

The manners in which income and education are reported vary by country, making equivalent cross-cultural comparisons difficult. Gallup harmonized education variables and consulted with Angus Deaton2 to create income variables. In doing so, Gallup has created a worldwide data set with standardized respondent-level income data.

EDUCATION

Countries have unique ways of classifying education levels, and these classifications need to be preserved during data collection for weighting purposes. However, to make comparisons across countries by educational attainment, consistent categories also needed to be created. All education descriptions can be placed within three categories: elementary, secondary, and tertiary. All responses regarding education are coded into their relevant category for global comparison.
? Elementary: Completed elementary education or less (up to eight years of basic education)
? Secondary: Completed some secondary education up to three years tertiary education (9 to 15 years of education)
? Tertiary: Completed four years of education beyond "high school" and/or received a four-year college degree

INCOME

The following income variables are calculated:
? annual household income in international dollars (ID) (INC_001)
? annual household income in local currency divided into quintiles (INC_004)

Annual household income in international dollars (ID) (INC_001) is calculated using the Individual Consumption Expenditure by Household PPP ratio from table 1 of the World Bank Global Purchasing Power Parities and Real Expenditures 2005 International Comparison Program (ICP-iceh) report. The ICP-iceh 2005 PPP values are adjusted for inflation relative to the United States for years 2006, 2007, and 2008 to arrive at the 2009 PPP. Household income values in local currency are divided by the ICP-iceh PPP ratio to obtain ID. For those countries not covered by the World Bank ICP, GDP-based PPPs from the CIA World Factbook are used. Using aggregated data through 2008, a Pearson Correlation of .94 with the World Bank estimate of per-capita GDP (PPP) has been achieved.

The result is a final measure of household wealth comparable across all respondents, communities, local regions, countries, and global regions. A respondent reporting a household income of $1,000 ID has twice the income of one reporting $500 ID.

In addition to the continuous ID variable, categorical income variables are constructed. One such measure is annual household income in local currency, divided into quintiles. This measure of wealth is relative to the country in which one lives. It provides a within-country measure of wealth, as opposed to the continuous ID variable, which provides an absolute look at wealth in a worldwide context. The local currency variable for each country is cleaned and each respondent assigned to one of five categories based on the respondent's position in the income distribution of the country. Refer to Appendix D for more specific information about the income brackets.

Data Appraisal

Estimates of Sampling Error

MARGIN OF ERROR

The maximum margin of error is calculated around reported proportions for each country-level data set, assuming a 95% confidence level. The margin of error also includes the approximate design effect for the total country sample.

Other forms of Data Appraisal

Other errors that can affect survey validity include measurement error associated with the questionnaire, such as translation issues, and coverage error, where a part of the target population has a zero probability of being selected for the survey. Additionally, because of authoritarian governments in select countries, respondents may be less than forthcoming in their assessments, leading to the potential for inflated scores.

Documentation

Technical documents

GALLUP Worldwide Research Methodology and Codebook

Title	GALLUP Worldwide Research Methodology and Codebook
Date	2013-06-01
Filename	World_Poll_Methodology_062813.pdf

GALLUP Country Data Set Details

Title	GALLUP Country Data Set Details
Author(s)	Gallup
Date	2013-06-01
Filename	World_Poll_Dataset_Details_062813.xlsx

Other materials

Gallup World Poll website

Title	Gallup World Poll website
Filename	http://www.gallup.com/strategicconsulting/en-us/worldpoll.aspx

Dummy data file (for program preparation)

Title	Dummy data file (for program preparation)
Description	This file contains 10 records per country, extracted from the Gallup World Poll dataset. This file is intended exclusively for the purpose of writing and testing Stata scripts. No analysis or inference can be made from this partial dataset, which only contains a very small and non-representative subset of the Gallup World poll dataset.
Filename	DUMMY_Gallup_062813_10_recs_per_country.zip