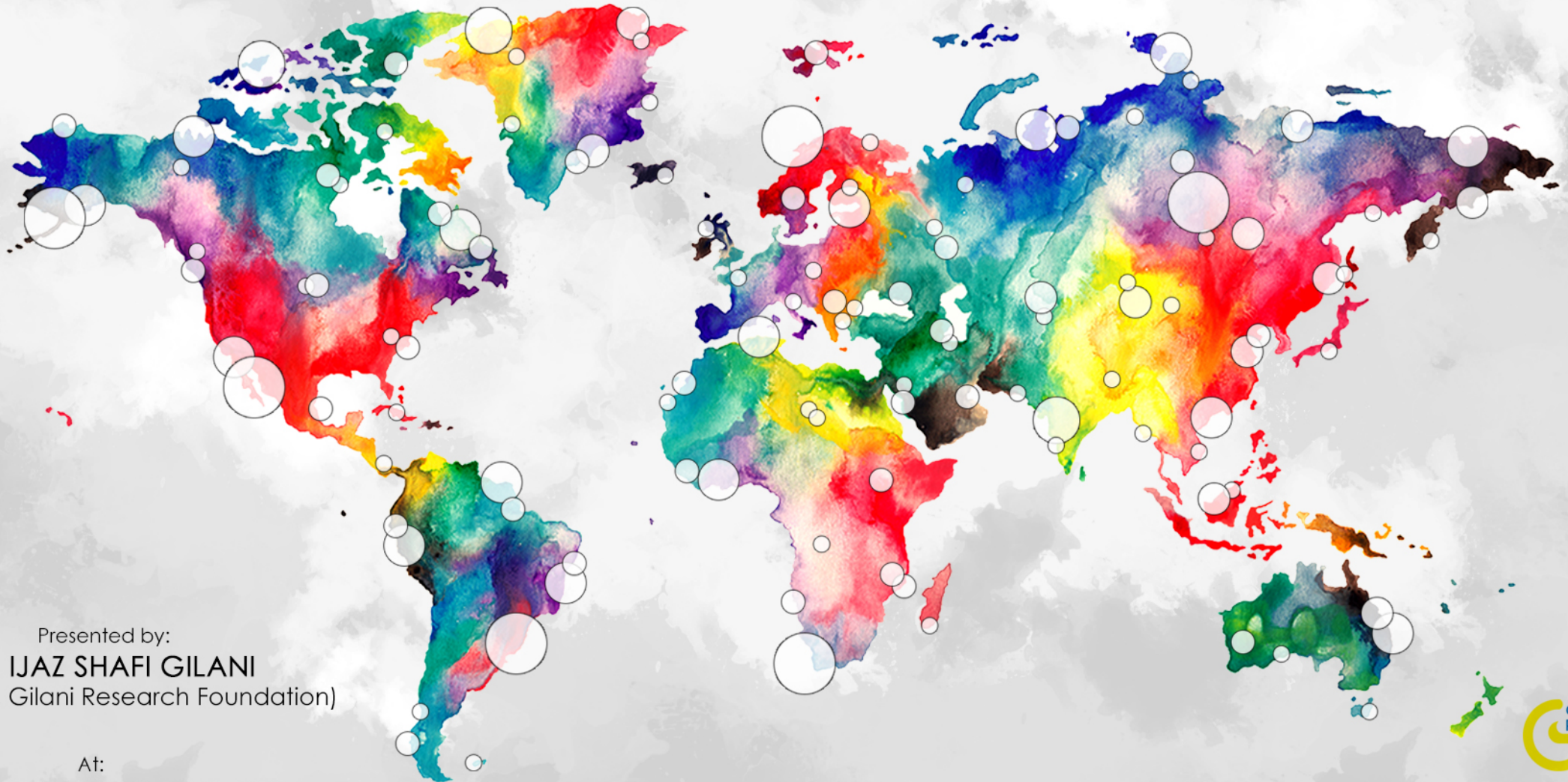


HOW GLOBAL ARE GLOBAL POLLS?

PROPOSAL FOR HYBRID SAMPLES OF WORLD POPULATIONS TO BLEND POLICY CONCERNS (FAVORING SAMPLE OF 100 COUNTRIES) AND THEORETICAL CONCERNS (FAVORING SAMPLE OF 100,000 PEOPLE)



Presented by:
DR. IJAZ SHAFI GILANI
(Chairman, Gilani Research Foundation)

At:
WAPOR ANNUAL CONGRESS,
HELD IN LISBON, PORTUGAL (July 15-17, 2017)



WAPOR
WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH



GLOBAL POLLING IS A VERY RECENT PHENOMENON

We will briefly discuss a paper written by
Tom Smith on the Past, Present and Future of Cross-National Surveys

Reference: Tom Smith, The Globalization of Surveys, GSS Cross- national Report #34 (2015)

Link to Paper and Presentation on Gilani Research Foundation Website:
<http://www.gilanifoundation.com/tom-smith-globalisation-of-surveys/>



HOW GLOBAL ARE
GLOBAL POLLS?

**WHILE CROSS-NATIONAL
SURVEYS BECAME A
DISTINCT FIELD OF STUDY,
GLOBAL POLLING HAS YET
TO ARGUE ITS CLAIM FOR
THAT STATUS**



**SO FAR, GLOBAL POLLING HAS
MADE ITS PRESENCE IN PRACTICE**

(Media and Policy Forums)

BUT IS RELATIVELY ABSENT

AS A THEORETICAL ISSUE

(Amongst the Academic & Professional Community)



HOW GLOBAL ARE
GLOBAL POLLS?

WAPOR ANNUAL CONGRESS
- Lisbon, Portugal (July 2017)
By: DR. IJAZ SHAFI GILANI

WAPOR ANNUAL CONGRESS PANELS ON THIS SUBJECT OVER THE PAST 6 YEARS ARE A WELCOME SIGN



HOW GLOBAL ARE
GLOBAL POLLS?

**A THEORETICAL DISCUSSION AND DISCOURSE
ON WHY GLOBAL POLLING
SHOULD BE TREATED AS DISTINCT FROM
NATIONAL & MULTI-NATIONAL (Cross-National) SURVEYS
IS QUITE TIMELY**



NATIONAL POLLS

(Used interchangeably with 'Surveys')

**MADE THEIR MARK BECAUSE THEY FULFILLED
THE SCIENTIFIC CRITERIA OF BEING
*REPLICABLE***

(with a predictable error margin)

& PROJECTABLE

(with their 'Population')



NATIONAL POLLS/SURVEYS
CAUGHT THE IMAGINATION OF A VAST
MARKETING & OPINION RESEARCH INDUSTRY
(Around 50 Billion US\$ in the most recent year)
BECAUSE THEY MET
THE SCIENTIFIC CRITERIA & WERE DELIVERED
RAPIDLY AT AN AFFORDABLE COST



HENCE WE RAISE 3 CRITICAL QUESTIONS TODAY

How Can Global Surveys Qualify on the Criteria of:

1. Replicability
2. Projectability
3. Speed and Affordable Cost



REPLICABILITY

We will focus our discussion on:

1. **Defined/Specified Universe or 'Population'**
2. **Sampling**
3. **Error Margins**



PROJECTABILITY TO POPULATION

Issues are the same as for
'Replicability'



SPEED AND AFFORDABLE COST

These are practical issues related to who the user is,
and developing a demand among users



HOW GLOBAL ARE
GLOBAL POLLS?

KEY ARGUMENTS OF MY PAPER

1. In order to make global surveys Replicable and Projectable we do not need new methods. But we do need to apply the same method to global population (universe) as we do for national populations.
2. In the absence of a market to support global surveys with an ideal global polling method, we should experiment with a hybrid method or approach.
3. The Hybrid Approach will blend the three requirements listed above, namely: Replicability, Projectability, Speed and Cost.
4. Without global design, in its pure or hybrid version, it is very difficult to undertake two important functions of survey analysis, namely cross-sectional analysis (segmentation) or longitudinal analysis (Trend Data). Multi-country surveys do not provide a specified universe which was sampled; nor do we provide for prior knowledge on the composition of various demographic segments of that universe. The proposed hybrid sample attempts to resolve these issues.



**AS A SUPPLEMENT TO A
DESIGN FOR GLOBAL POLLING,
WHICH BILAL GILANI AND I
PRESENTED AT THE WAPOR ANNUAL
CONGRESS IN BOSTON (2013),
WE PRESENT TODAY A DESIGN WHICH
IS A HYBRID BETWEEN NATIONAL
AND GLOBAL POLLING**

Link to Paper on Gilani Research Foundation Website:

<http://www.gilanifoundation.com/new-method-to-do-world-poll-dr-ijaz-gilani-bilal-gilani/>



THE HYBRID DESIGN HAS BEEN DEVELOPED BY
GILANI RESEARCH FOUNDATION,
BLENDING THE CONCERNS
EXPRESSED IN OUR 2013
PAPER AND THE PAPER BY DAVID JODICE AT THE
WAPOR (2017) PANEL, AN EARLIER
VERSION OF WHICH HAS PUBLISHED IN THE
WIN-GALLUP INTERNATIONAL ASSOCIATION'S BOOK TITLED
'VOICE OF THE PEOPLE'



HOW GLOBAL ARE
GLOBAL POLLS?

KEY FEATURES OF THE HYBRID DESIGN

- 1- It comprises of 4 Quarterly Waves (each of a sample of $\simeq$ 25,000), totaling to an Annual Sample of $\simeq$ 100,000.
2. The Design is Global but the Execution is National.
3. The needs of the National Survey clientele or audiences are blended with other more globally inclined audiences.
4. The design by Gilani Research Foundation includes detailed discussion on data collection (field work) and other aspects of research. But the present paper is limited to the narrow focus of sample design only.



TWO KEY TABLES HIGHLIGHTING THE PROPOSED COMPOSITION OF SAMPLE DESIGN FOR HYBRID MULTI-NATIONAL AND GLOBAL POLLING



HOW GLOBAL ARE
GLOBAL POLLS?

THE DESIGN IS TO
PRODUCE 4 GLOBAL POLLS.
EACH OF 25,000,
THE COMBINED POLL OF $\approx 100,000$
PRODUCES A SAMPLE OF
N=900+ IN 100 COUNTRIES.



TABLE # 1

Design to Interview

≈ 10,000 PERSONS IN 4 WAVES OF ≈ 25,000 EACH

(Rank Ordered from High to Low in the Cumulative Sample of 4 Waves)

(Table on the next few slides)



HOW GLOBAL ARE GLOBAL POLLS?

Country Serial No	Countries	W1-Proposed Sample (non-pps)	W2-Proposed Sample (non-pps)	Cummulative (W1+W2)	W3-Proposed Sample (non-pps)	Cummulative (W1+W2+W3)	W4-Proposed Sample (non-pps)	Cummulative (W1+W2+W3+W4)	Share of Country Population in global population %	Cummulative Share
	WORLD	25,015	25,311	50,326	25,167	75,493	25,019	100,512	100.00	
1	India	1,000	100	1,100	300	1,400	100	1,500	17.55	17.55
2	China	1,000	100	1,100	300	1,400	100	1,500	19.17	36.72
3	United States	500	100	600	300	900	100	1,000	4.45	41.17
4	Canada	500	100	600	300	900	100	1,000	0.50	41.67
5	Argentina	500	100	600	300	900	100	1,000	0.58	42.25
6	Brazil	500	100	600	300	900	100	1,000	2.82	45.07
7	Mexico	500	100	600	300	900	100	1,000	1.72	46.79
8	France	500	100	600	300	900	100	1,000	0.93	47.72
9	Germany	500	100	600	300	900	100	1,000	1.16	48.88
10	United Kingdom	500	100	600	300	900	100	1,000	0.90	49.78
11	Italy	500	100	600	300	900	100	1,000	0.86	50.64
12	Spain	500	100	600	300	900	100	1,000	0.66	51.30
13	Poland	500	100	600	300	900	100	1,000	0.55	51.85
14	Russian Federation	500	100	600	300	900	100	1,000	2.04	53.88
15	Ukraine	500	100	600	300	900	100	1,000	0.65	54.53
16	Nigeria	500	100	600	300	900	100	1,000	2.40	56.93
17	South Africa	500	100	600	300	900	100	1,000	0.73	57.65
18	Saudi Arabia	500	100	600	300	900	100	1,000	0.40	58.05
19	Turkey	500	100	600	300	900	100	1,000	1.05	59.10
20	Pakistan	500	100	600	300	900	100	1,000	2.54	61.65
21	Bangladesh	500	100	600	300	900	100	1,000	2.20	63.84
22	Indonesia	500	100	600	300	900	100	1,000	3.50	67.35
23	Japan	500	100	600	300	900	100	1,000	1.81	69.16
24	Republic of Korea (South)	500	100	600	300	900	100	1,000	0.71	69.87
25	Australia	500	100	600	300	900	100	1,000	0.32	70.19
26	Colombia	300	200	500	100	600	400	1,000	0.68	70.86
27	Guatemala	300	200	500	100	600	400	1,000	0.21	71.08
28	Netherlands	300	200	500	100	600	400	1,000	0.24	71.32
29	Sweden	300	200	500	100	600	400	1,000	0.14	71.45
30	Romania	300	200	500	100	600	400	1,000	0.30	71.75

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31	Ethiopia	300	200	500	100	600	400	1,000	1.30	73.06
32	Congo-Brazzaville	300	200	500	100	600	400	1,000	0.93	73.99
33	Egypt	300	200	500	100	600	400	1,000	1.15	75.13
34	Iraq	300	200	500	100	600	400	1,000	0.46	75.60
35	Syria	300	200	500	100	600	400	1,000	0.32	75.91
36	Yemen	300	200	500	100	600	400	1,000	0.34	76.25
37	Iran	300	200	500	100	600	400	1,000	1.08	77.34
38	Uzbekistan	300	200	500	100	600	400	1,000	0.42	77.76
39	Philippines	300	200	500	100	600	400	1,000	1.37	79.13
40	Vietnam	300	200	500	100	600	400	1,000	1.26	80.39
41	Taiwan*	300	200	500	100	600	400	1,000	0.33	80.72
42	Chile	200	200	400	300	700	300	1,000	0.25	80.97
43	Thailand	200	200	400	300	700	300	1,000	0.95	81.92
44	Cuba	141	200	341	300	641	300	941	0.16	82.08
45	Dominican Republic	128	200	328	300	628	300	928	0.15	82.22
46	Haiti	127	200	327	300	627	300	927	0.14	82.37
47	Democratic Republic of Korea (North)	119	200	319	300	619	300	919	0.35	82.72
48	Belgium	113	200	313	300	613	300	913	0.16	82.88
49	Kazakhstan	113	200	313	300	613	300	913	0.24	83.12
50	Tajikistan	110	200	310	300	610	300	910	0.11	83.23
51	Denmark	108	200	308	300	608	300	908	0.08	83.31
52	United Arab Emirates	107	200	307	300	607	300	907	0.13	83.44
53	Tanzania	106	200	306	300	606	300	906	0.68	84.12
54	Finland	105	200	305	300	605	300	905	0.08	84.19
55	Mozambique	104	200	304	300	604	300	904	0.36	84.55
56	Myanmar (Burma)	103	200	303	300	603	300	903	0.75	85.30
57	Peru	100	200	300	300	600	300	900	0.43	85.73
58	Venezuela	100	200	300	300	600	300	900	0.43	86.15
59	Austria	100	200	300	300	600	300	900	0.12	86.27
60	Ireland	100	200	300	300	600	300	900	0.07	86.34

HOW GLOBAL ARE GLOBAL POLLS?

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61	Switzerland	100	200	300	300	600	300	900	0.11	86.45
62	Greece	100	200	300	300	600	300	900	0.16	86.61
63	Norway	100	200	300	300	600	300	900	0.07	86.68
64	Portugal	100	200	300	300	600	300	900	0.15	86.83
65	Bulgaria	100	200	300	300	600	300	900	0.10	86.94
66	Georgia	100	200	300	300	600	300	900	0.06	87.00
67	Kenya	100	200	300	300	600	300	900	0.61	87.61
68	Uganda	100	200	300	300	600	300	900	0.52	88.13
69	Cameroon	100	200	300	300	600	300	900	0.31	88.44
70	Angola	100	200	300	300	600	300	900	0.30	88.73
71	Algeria	100	200	300	300	600	300	900	0.55	89.28
72	Morocco	100	200	300	300	600	300	900	0.46	89.74
73	Sudan	100	200	300	300	600	300	900	0.53	90.27
74	Israel	100	200	300	300	600	300	900	0.11	90.38
75	Palestinian territories (West Bank and Gaza)	100	200	300	300	600	300	900	0.06	90.44
76	Afghanistan	100	200	300	300	600	300	900	0.42	90.86
77	Azerbaijan	100	200	300	300	600	300	900	0.13	90.99
78	Malaysia	100	200	300	300	600	300	900	0.41	91.41
79	New Zealand	100	200	300	300	600	300	900	0.06	91.47
80	Madagascar	92	624	716	92	808	92	900	0.32	91.79
81	Honduras	90	630	720	90	810	90	900	0.11	91.90
82	Czech Republic	82	654	736	82	818	82	900	0.15	92.05
83	Hungary	77	669	746	77	823	77	900	0.14	92.19
84	El Salvador	71	687	758	71	829	71	900	0.09	92.28
85	Nicaragua	68	696	764	68	832	68	900	0.09	92.36
86	Serbia	67	699	766	67	833	67	900	0.10	92.47
87	Malawi	66	702	768	66	834	66	900	0.23	92.69
88	Belarus	65	705	770	65	835	65	900	0.13	92.83
89	Zambia	58	726	784	58	842	58	900	0.20	93.03
90	Zimbabwe	57	729	786	57	843	57	900	0.19	93.22

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91	Costa Rica	54	738	792	54	846	54	900	0.07	93.29
92	Nepal	54	738	792	54	846	54	900	0.39	93.68
93	Hong Kong, China	52	744	796	52	848	52	900	0.10	93.78
94	Papua New Guinea	52	744	796	52	848	52	900	0.10	93.88
95	Ecuador	48	48	96	756	852	48	900	0.22	94.10
96	Chad	47	47	94	759	853	47	900	0.18	94.28
97	Puerto Rico	46	46	92	762	854	46	900	0.05	94.33
98	Panama	43	43	86	43	129	771	900	0.05	94.38
99	Rwanda	43	43	86	43	129	771	900	0.16	94.55
100	Slovakia	42	42	84	42	126	774	900	0.08	94.62
101	Jordan	41	41	82	41	123	41	164	0.09	94.71
102	Croatia	40	40	80	40	120	40	160	0.06	94.77
103	Ghana	40	40	80	40	120	40	160	0.36	95.13
104	Sri Lanka	40	40	80	40	120	40	160	0.29	95.42
105	Oman	39	39	78	39	117	39	156	0.05	95.47
106	Kuwait	38	38	76	38	114	38	152	0.05	95.52
107	Burundi	37	37	74	37	111	37	148	0.14	95.66
108	Kyrgyzstan	37	37	74	37	111	37	148	0.08	95.73
109	Bosnia and Herzegovina	36	36	72	36	108	36	144	0.05	95.79
110	Turkmenistan	35	35	70	35	105	35	140	0.07	95.86
111	Jamaica	34	34	68	34	102	34	136	0.04	95.90
112	Bolivia	32	32	64	32	96	32	128	0.15	96.05
113	Ivory Coast -Côte d'Ivoire	31	31	62	31	93	31	124	0.28	96.33
114	Albania	29	29	58	29	87	29	116	0.04	96.38
115	Lebanon	28	28	56	28	84	28	112	0.06	96.44
116	Niger	27	27	54	27	81	27	108	0.24	96.68
117	Burkina Faso	26	26	52	26	78	26	104	0.23	96.92
118	Moldova	25	25	50	25	75	25	100	0.05	96.97
119	Qatar	24	24	48	24	72	24	96	0.03	97.00
120	Cambodia	24	24	48	24	72	24	96	0.21	97.21

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121	South Sudan	23	23	46	23	69	23	92	0.15	97.36
122	Mali	23	23	46	23	69	23	92	0.21	97.57
123	Tunisia	23	23	46	23	69	23	92	0.15	97.72
124	Senegal	22	22	44	22	66	22	88	0.19	97.92
125	Somalia	22	22	44	22	66	22	88	0.14	98.06
126	Paraguay	21	21	42	21	63	21	84	0.09	98.16
127	Lithuania	21	21	42	21	63	21	84	0.04	98.20
128	Macedonia	20	20	40	20	60	20	80	0.03	98.23
129	Armenia	20	20	40	20	60	20	80	0.04	98.27
130	Mongolia	20	20	40	20	60	20	80	0.04	98.31
131	Slovenia	19	19	38	19	57	19	76	0.03	98.34
132	Guinea	18	18	36	18	54	18	72	0.16	98.50
133	Trinidad and Tobago	17	17	34	17	51	17	68	0.02	98.52
134	Kosovo	17	17	34	17	51	17	68	0.03	98.55
135	Central African Republic	17	17	34	17	51	17	68	0.06	98.61
136	Benin	16	16	32	16	48	16	64	0.14	98.76
137	DR Congo	16	16	32	16	48	16	64	0.06	98.82
138	Bahrain	15	15	30	15	45	15	60	0.02	98.84
139	Latvia	14	14	28	14	42	14	56	0.03	98.87
140	Eritrea	14	14	28	14	42	14	56	0.09	98.95
141	Libya	13	13	26	13	39	13	52	0.09	99.04
142	Laos	11	11	22	11	33	11	44	0.09	99.13
143	Uruguay	10	10	20	10	30	10	40	0.05	99.18
144	Togo	10	10	20	10	30	10	40	0.09	99.28
145	Estonia	9	9	18	9	27	9	36	0.02	99.30
146	Sierra Leone	9	9	18	9	27	9	36	0.08	99.38
147	Namibia	9	9	18	9	27	9	36	0.03	99.41
148	Singapore	9	9	18	9	27	9	36	0.08	99.49
149	Timor-Leste	9	9	18	9	27	9	36	0.02	99.50
150	Cyprus	8	8	16	8	24	8	32	0.02	99.52

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151	Botswana	8	8	16	8	24	8	32	0.03	99.55
152	Lesotho	8	8	16	8	24	8	32	0.03	99.58
153	Mauritania	8	8	16	8	24	8	32	0.05	99.63
154	Liberia	7	7	14	7	21	7	28	0.06	99.69
155	Iceland	6	6	12	6	18	6	24	0.00	99.70
156	Montenegro	6	6	12	6	18	6	24	0.01	99.70
157	Gabon	6	6	12	6	18	6	24	0.02	99.73
158	Fiji	6	6	12	6	18	6	24	0.01	99.74
159	The Bahamas	5	5	10	5	15	5	20	0.01	99.75
160	Luxembourg	5	5	10	5	15	5	20	0.01	99.75
161	Mauritius	5	5	10	5	15	5	20	0.02	99.77
162	Swaziland	5	5	10	5	15	5	20	0.02	99.79
163	Belize	4	4	8	4	12	4	16	0.00	99.79
164	Barbados	4	4	8	4	12	4	16	0.00	99.80
165	Macao, China	4	4	8	4	12	4	16	0.01	99.81
166	Solomon Islands	4	4	8	4	12	4	16	0.01	99.81
167	Malta	3	3	6	3	9	3	12	0.01	99.82
168	The Gambia	3	3	6	3	9	3	12	0.03	99.84
169	Guinea-Bissau	3	3	6	3	9	3	12	0.02	99.87
170	Equatorial Guinea	3	3	6	3	9	3	12	0.01	99.88
171	Guyana	2	2	4	2	6	2	8	0.01	99.92
172	Suriname	2	2	4	2	6	2	8	0.01	99.93
173	Comoros	2	2	4	2	6	2	8	0.01	99.94
174	Djibouti	2	2	4	2	6	2	8	0.01	99.95
175	Cape Verde	1	1	2	1	3	1	4	0.01	99.96
176	Bhutan	1	1	2	1	3	1	4	0.01	99.97
177	Maldives	1	1	2	1	3	1	4	0.00	99.97
178	Brunei	1	1	2	1	3	1	4	0.01	99.98
179	French Polynesia	1	1	2	1	3	1	4	0.00	99.98

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Country Serial No	Countries	W1-Proposed Sample (non-pps)	W2-Proposed Sample (non-pps)	Cumulative (W1+W2)	W3-Proposed Sample (non-pps)	Cumulative (W1+W2+W3)	W4-Proposed Sample (non-pps)	Cumulative (W1+W2+W3+W4)	Share of Country Population in global population %	Cumulative Share
180	New Caledonia	1	1	2	1	3	1	4	0.00	99.98
181	Samoa	1	1	2	1	3	1	4	0.00	99.99
182	Vanuatu	1	1	2	1	3	1	4	0.00	99.99
183	Guam	0	0	0	0	0	0	0	0.00	99.99
184	Tonga	0	0	0	0	0	0	0	0.00	99.99
185	Micronesia, Fed. Sts.	0	0	0	0	0	0	0	0.00	100.00
186	Kiribati	0	0	0	0	0	0	0	0.00	100.00
187	American Samoa	0	0	0	0	0	0	0	0.00	100.00
188	Northern Mariana Islands	0	0	0	0	0	0	0	0.00	100.00
189	Marshall Islands	0	0	0	0	0	0	0	0.00	100.00
190	Palau	0	0	0	0	0	0	0	0.00	100.00
191	Tuvalu	0	0	0	0	0	0	0	0.00	100.00



TABLE # 2

Design to Interview

≈ 10,000 PERSONS

(Organized across various geographical regions and sub-regions of the world)

(Table on the next few slides)

HOW GLOBAL ARE GLOBAL POLLS?

WAPOR ANNUAL CONGRESS
- Lisbon, Portugal (July 2017)
By: DR. IJAZ SHAFI GILANI

Country Name	Population [YR2016]	Pop %	W1-Proposed Sample (non-pps)	W2-Proposed Sample (non-pps)	Cumulative (W1+W2)	W3-Proposed Sample (non-pps)	Cumulative (W1+W2+W3)	W4-Proposed Sample (non-pps)	Cumulative (W1+W2+W3+W4)
WORLD	7,442,550,439	100	25,015	25,311	50,326	25,167	75,493	25,019	100,512
Tier 1	5,148,576,077	69	13,100	2,600	15,700	7,500	23,200	2,700	25,900
United States	323,127,513	4	500	100	600	300	900	100	1,000
Canada	36,286,425	0.5	500	100	600	300	900	100	1,000
Brazil	207,652,865	3	500	100	600	300	900	100	1,000
Argentina	43,847,430	0.6	500	100	600	300	900	100	1,000
Mexico	127,540,423	1.7	500	100	600	300	900	100	1,000
United Kingdom	65,637,239	0.9	500	100	600	300	900	100	1,000
Germany	82,667,685	1.1	500	100	600	300	900	100	1,000
France	66,896,109	0.9	500	100	600	300	900	100	1,000
Italy	60,600,590	0.8	500	100	600	300	900	100	1,000
Spain	46,443,959	0.6	500	100	600	300	900	100	1,000
Russian Federation	144,342,396	1.9	500	100	600	300	900	100	1,000
Poland	37,948,016	0.5	500	100	600	300	900	100	1,000
Ukraine	45,004,645	0.6	500	100	600	300	900	100	1,000
South Africa	55,908,865	0.8	500	100	600	300	900	100	1,000
Nigeria	185,989,640	2.5	500	100	600	300	900	100	1,000
Saudi Arabia	32,275,687	0.4	500	100	600	300	900	100	1,000

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Country Name	Population [YR2016]	Pop %	W1-Proposed Sample (non-pps)	W2-Proposed Sample (non-pps)	Cumulative (W1+W2)	W3-Proposed Sample (non-pps)	Cumulative (W1+W2+W3)	W4-Proposed Sample (non-pps)	Cumulative (W1+W2+W3+W4)
Turkey	79,512,426	1.1	500	100	600	300	900	100	1,000
Israel	8,547,100	0.1	100	200	300	300	600	300	900
India	1,324,171,354	18	1,000	100	1,100	300	1,400	100	1,500
Bangladesh	162,951,560	2.2	500	100	600	300	900	100	1,000
Pakistan	193,203,476	3	500	100	600	300	900	100	1,000
Indonesia	261,115,456	4	500	100	600	300	900	100	1,000
China	1,378,665,000	19	1,000	100	1,100	300	1,400	100	1,500
Japan	126,994,511	1.7	500	100	600	300	900	100	1,000
Republic of Korea (South)	51,245,707	0.7	500	100	600	300	900	100	1,000

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Zone 1	471,137,867	6	4,684	10,666	15,350	8,486	23,836	10,022	33,858
North American Region	*	*	*	*	*	*	*	*	*
Latin American Region	258,349,377	3	1,947	4,619	6,566	3,975	10,541	3,879	14,420
Rest of South America	168,679,126	2.3	815	915	1,730	1,823	3,553	1,415	4,968
Bolivia	10,887,882	0.1	32	32	64	32	96	32	128
Chile	17,909,754	0.2	200	200	400	300	700	300	1,000
Colombia	48,653,419	0.7	300	200	500	100	600	400	1,000
Ecuador	16,385,068	0.2	48	48	96	756	852	48	900
Guyana	773,303	0.0	2	2	4	2	6	2	8
Paraguay	6,725,308	0.1	21	21	42	21	63	21	84
Peru	31,773,839	0.4	100	200	300	300	600	300	900
Suriname	558,368	0.0	2	2	4	2	6	2	8
Uruguay	3,444,006	0.0	10	10	20	10	30	10	40
Venezuela	31,568,179	0.4	100	200	300	300	600	300	900

*North America has been considered part of Tier 1 on Slide 27

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Rest of Central America	47,448,333	0.6	630	2,998	3,628	430	4,058	1,458	5,516
Belize	366,954	0.0	4	4	8	4	12	4	16
Costa Rica	4,857,274	0.1	54	738	792	54	846	54	900
El Salvador	6,344,722	0.1	71	687	758	71	829	71	900
Guatemala	16,582,469	0.2	300	200	500	100	600	400	1,000
Honduras	9,112,867	0.1	90	630	720	90	810	90	900
Nicaragua	6,149,928	0.1	68	696	764	68	832	68	900
Panama	4,034,119	0.1	43	43	86	43	129	771	900
The Caribbean	42,221,918	0.6	502	706	1,208	1,722	2,930	1,006	3,936
Antigua and Barbuda	100,963	0.0	-	-	-	-	-	-	-
The Bahamas	391,232	0.0	5	5	10	5	15	5	20
Barbados	284,996	0.0	4	4	8	4	12	4	16
Cuba	11,475,982	0.2	141	200	341	300	641	300	941
Cayman Islands	60,765	0.0	-	-	-	-	-	-	-
Dominican Republic	10,648,791	0.1	128	200	328	300	628	300	928
Haiti	10,847,334	0.1	127	200	327	300	627	300	927
Jamaica	2,881,355	0.0	34	34	68	34	102	34	136
Puerto Rico	3,411,307	0.0	46	46	92	762	854	46	900

HOW GLOBAL ARE GLOBAL POLLS?

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Country Name	Population [YR2016]	Pop %	W1-Proposed Sample (non-pps)	W2-Proposed Sample (non-pps)	Cumulative (W1+W2)	W3-Proposed Sample (non-pps)	Cumulative (W1+W2+W3)	W4-Proposed Sample (non-pps)	Cumulative (W1+W2+W3+W4)
Trinidad and Tobago	1,364,962	0.0	17	17	34	17	51	17	68
Virgin Islands (U.S.)	102,951	0.0	-	-	-	-	-	-	-
Bermuda	65,331	0.0	-	-	-	-	-	-	-
Dominica	73,543	0.0	-	-	-	-	-	-	-
Grenada	107,317	0.0	-	-	-	-	-	-	-
St. Kitts and Nevis	54,821	0.0	-	-	-	-	-	-	-
St. Lucia	178,015	0.0	-	-	-	-	-	-	-
St. Martin (French part)	31,949	0.0	-	-	-	-	-	-	-
St. Vincent and the Grenadines	109,643	0.0	-	-	-	-	-	-	-
British Virgin Islands	30,661	0.0	-	-	-	-	-	-	-
Western European Region	100,326,398	1	1,548	2,222	3,770	2,922	6,692	3,522	10,214
Rest of North-Western Europe	50,918,255	0.7	718	1,005	1,723	1,305	3,028	1,605	4,633
Austria	8,747,358	0.1	100	200	300	300	600	300	900
Belgium	11,348,159	0.2	113	200	313	300	613	300	913
Ireland	4,773,095	0.1	100	200	300	300	600	300	900
Luxembourg	582,972	0.0	5	5	10	5	15	5	20
Netherlands	17,018,408	0.2	300	200	500	100	600	400	1,000
Switzerland	8,372,098	0.1	100	200	300	300	600	300	900



HOW GLOBAL ARE GLOBAL POLLS?

Country Name	Population [YR2016]	Pop %	W1-Proposed Sample (non-pps)	W2-Proposed Sample (non-pps)	Cumulative (W1+W2)	W3-Proposed Sample (non-pps)	Cumulative (W1+W2+W3)	W4-Proposed Sample (non-pps)	Cumulative (W1+W2+W3+W4)
Liechtenstein	37,666	0.0	-	-	-	-	-	-	-
Monaco	38,499	0.0	-	-	-	-	-	-	-
Rest of Southern Europe	22,711,626	0.3	211	411	622	611	1,233	611	1,844
Cyprus	1,170,125	0.0	8	8	16	8	24	8	32
Greece	10,746,740	0.1	100	200	300	300	600	300	900
Malta	436,947	0.0	3	3	6	3	9	3	12
Portugal	10,324,611	0.1	100	200	300	300	600	300	900
San Marino	33,203	0.0	-	-	-	-	-	-	-
Scandinavian Europe	26,696,517	0.4	619	806	1,425	1,006	2,431	1,306	3,737
Denmark	5,731,118	0.1	108	200	308	300	608	300	908
Finland	5,495,096	0.1	105	200	305	300	605	300	905
Iceland	334,252	0.0	6	6	12	6	18	6	24
Norway	5,232,929	0.1	100	200	300	300	600	300	900
Sweden	9,903,122	0.1	300	200	500	100	600	400	1,000



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Country Name	Population [YR2016]	Pop %	W1-Proposed Sample (non-pps)	W2-Proposed Sample (non-pps)	Cumulative (W1+W2)	W3-Proposed Sample (non-pps)	Cumulative (W1+W2+W3)	W4-Proposed Sample (non-pps)	Cumulative (W1+W2+W3+W4)
Eastern European Region	112,462,092	2	1,189	3,825	5,014	1,589	6,603	2,621	9,224
South-Eastern Europe	51,039,084	0.7	634	1,266	1,900	634	2,534	934	3,468
Albania	2,876,101	0.0	29	29	58	29	87	29	116
Bosnia and Herzegovina	3,516,816	0.0	36	36	72	36	108	36	144
Bulgaria	7,127,822	0.1	100	200	300	300	600	300	900
Croatia	4,170,600	0.1	40	40	80	40	120	40	160
Kosovo	1,816,200	0.0	17	17	34	17	51	17	68
Macedonia	2,081,206	0.0	20	20	40	20	60	20	80
Montenegro	622,781	0.0	6	6	12	6	18	6	24
Romania	19,705,301	0.3	300	200	500	100	600	400	1,000
Serbia	7,057,412	0.1	67	699	766	67	833	67	900
Slovenia	2,064,845	0.0	19	19	38	19	57	19	76
Central Eastern Europe	25,808,295	0.3	201	1,365	1,566	201	1,767	933	2,700
Czech Republic	10,561,633	0.1	82	654	736	82	818	82	900
Hungary	9,817,958	0.1	77	669	746	77	823	77	900
Slovakia	5,428,704	0.1	42	42	84	42	126	774	900
Former Soviet - Eastern Europe	19,208,323	0.3	134	774	908	134	1,042	134	1,176

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Belarus	9,507,120	0.1	65	705	770	65	835	65	900
Estonia	1,316,481	0.0	9	9	18	9	27	9	36
Latvia	1,960,424	0.0	14	14	28	14	42	14	56
Lithuania	2,872,298	0.0	21	21	42	21	63	21	84
Moldova	3,552,000	0.0	25	25	50	25	75	25	100
Caucasus	16,406,390	0.2	220	420	640	620	1,260	620	1,880
Azerbaijan	9,762,274	0.1	100	200	300	300	600	300	900
Armenia	2,924,816	0.0	20	20	40	20	60	20	80
Georgia	3,719,300	0.0	100	200	300	300	600	300	900
Zone 2	732,446,861	10	1,960	4,858	6,818	3,462	10,280	4,078	14,358
African Region	732,446,861	10	1,960	4,858	6,818	3,462	10,280	4,078	14,358
Rest of South Africa	155,141,912	2.1	535	3,239	3,774	931	4,705	931	5,636
Angola	28,813,463	0.4	100	200	300	300	600	300	900
Botswana	2,250,260	0.0	8	8	16	8	24	8	32
Lesotho	2,203,821	0.0	8	8	16	8	24	8	32
Madagascar	24,894,551	0.3	92	624	716	92	808	92	900
Malawi	18,091,575	0.2	66	702	768	66	834	66	900

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Mauritius	1,263,473	0.0	5	5	10	5	15	5	20
Mozambique	28,829,476	0.4	104	200	304	300	604	300	904
Namibia	2,479,713	0.0	9	9	18	9	27	9	36
Swaziland	1,343,098	0.0	5	5	10	5	15	5	20
Zambia	16,591,390	0.2	58	726	784	58	842	58	900
Zimbabwe	16,150,362	0.2	57	729	786	57	843	57	900
South Sudan	12,230,730	0.2	23	23	46	23	69	23	92
West Africa	171,906,886	2	236	236	472	236	708	236	944
Benin	10,872,298	0.1	16	16	32	16	48	16	64
Burkina Faso	18,646,433	0.3	26	26	52	26	78	26	104
Cape Verde	539,560	0.0	1	1	2	1	3	1	4
The Gambia	2,038,501	0.0	3	3	6	3	9	3	12
Ghana	28,206,728	0.4	40	40	80	40	120	40	160
Guinea	12,395,924	0.2	18	18	36	18	54	18	72
Guinea-Bissau	1,815,698	0.0	3	3	6	3	9	3	12
Ivory Coast - Côte d'Ivoire	23,695,919	0.3	31	31	62	31	93	31	124
Liberia	4,613,823	0.1	7	7	14	7	21	7	28
Mali	17,994,837	0.2	23	23	46	23	69	23	92

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Niger	20,672,987	0.3	27	27	54	27	81	27	108
Senegal	15,411,614	0.2	22	22	44	22	66	22	88
Sierra Leone	7,396,190	0.1	9	9	18	9	27	9	36
Togo	7,606,374	0.1	10	10	20	10	30	10	40
East Africa	253,406,835	3	620	814	1,434	1,014	2,448	1,314	3,762
Eritrea	5,481,906	0.1	14	14	28	14	42	14	56
Ethiopia	102,403,196	1.4	300	200	500	100	600	400	1,000
Kenya	48,461,567	0.7	100	200	300	300	600	300	900
Tanzania	55,572,201	0.7	106	200	306	300	606	300	906
Uganda	41,487,965	0.6	100	200	300	300	600	300	900
Central Africa	151,991,228	2.0	569	569	1,138	1,281	2,419	1,597	4,016
Burundi	10,524,117	0.1	37	37	74	37	111	37	148
Cameroon	23,439,189	0.3	100	200	300	300	600	300	900
Central African Republic	4,594,621	0.1	17	17	34	17	51	17	68
Chad	14,452,543	0.2	47	47	94	759	853	47	900
Congo-Brazzaville	78,736,153	1.1	300	200	500	100	600	400	1,000
DR Congo	5,125,821	0.1	16	16	32	16	48	16	64
Equatorial Guinea	1,221,490	0.0	3	3	6	3	9	3	12



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Gabon	1,979,786	0.0	6	6	12	6	18	6	24
Rwanda	11,917,508	0.2	43	43	86	43	129	771	900
Zone 3	1,087,567,629	15	5,267	7,183	12,450	5,715	18,165	8,215	26,380
MENA Region	374,177,003	5	1,962	2,055	4,017	2,155	6,172	3,355	9,527
North and East Africa	249,203,796	3	670	870	1,540	1,070	2,610	1,370	3,980
Algeria	40,606,052	0.5	100	200	300	300	600	300	900
Comoros	795,601	0.0	2	2	4	2	6	2	8
Djibouti	942,333	0.0	2	2	4	2	6	2	8
Egypt	95,688,681	1.3	300	200	500	100	600	400	1,000
Libya	6,293,253	0.1	13	13	26	13	39	13	52
Mauritania	4,301,018	0.1	8	8	16	8	24	8	32
Morocco	35,276,786	0.5	100	200	300	300	600	300	900
Somalia	14,317,996	0.2	22	22	44	22	66	22	88
Sudan	39,578,828	0.5	100	200	300	300	600	300	900



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Tunisia	11,403,248	0.2	23	23	46	23	69	23	92
Middle East - Levant Countries	75,647,061	1.0	769	669	1,438	569	2,007	1,169	3,176
Iraq	37,202,572	0.5	300	200	500	100	600	400	1,000
Jordan	9,455,802	0.1	41	41	82	41	123	41	164
Lebanon	6,006,668	0.1	28	28	56	28	84	28	112
Palestinian Territories (West Bank and Gaza)	4,551,566	0.1	100	200	300	300	600	300	900
Syria	18,430,453	0.2	300	200	500	100	600	400	1,000
Other GCC+	49,326,146	0.7	523	516	1,039	516	1,555	816	2,371
Bahrain	1,425,171	0.0	15	15	30	15	45	15	60
Kuwait	4,052,584	0.1	38	38	76	38	114	38	152
Oman	4,424,762	0.1	39	39	78	39	117	39	156
Qatar	2,569,804	0.0	24	24	48	24	72	24	96
United Arab Emirates	9,269,612	0.1	107	200	307	300	607	300	907
Yemen	27,584,213	0.4	300	200	500	100	600	400	1,000

HOW GLOBAL ARE GLOBAL POLLS?

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West Asian Region	185,058,887	2	995	1,072	2,067	1,172	3,239	1,772	5,011
Iran-Afghanistan	114,933,460	1.5	400	400	800	400	1,200	700	1,900
Afghanistan	34,656,032	0.5	100	200	300	300	600	300	900
Iran	80,277,428	1.1	300	200	500	100	600	400	1,000
Central Asia	70,125,427	0.9	595	672	1,267	772	2,039	1,072	3,111
Kazakhstan	17,797,032	0.2	113	200	313	300	613	300	913
Kyrgyzstan	6,082,700	0.1	37	37	74	37	111	37	148
Tajikistan	8,734,951	0.1	110	200	310	300	610	300	910
Turkmenistan	5,662,544	0.1	35	35	70	35	105	35	140
Uzbekistan	31,848,200	0.4	300	200	500	100	600	400	1,000
South Asian Region	51,401,028	1	96	780	876	96	972	96	1,068
Rest of South Asia	51,401,028	1	96	780	876	96	972	96	1,068
Bhutan	797,765	0.0	1	1	2	1	3	1	4
Maldives	417,492	0.0	1	1	2	1	3	1	4
Nepal	28,982,771	0.4	54	738	792	54	846	54	900
Sri Lanka	21,203,000	0.3	40	40	80	40	120	40	160



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East Asian Region	377,508,526	5	1,048	1,045	2,093	1,145	3,238	1,745	4,983
Rest of ASEAN	377,508,526	5	1,048	1,045	2,093	1,145	3,238	1,745	4,983
Brunei Darussalam	423,196	0.0	1	1	2	1	3	1	4
Cambodia	15,762,370	0.2	24	24	48	24	72	24	96
Laos	6,758,353	0.1	11	11	22	11	33	11	44
Malaysia	31,187,265	0.4	100	200	300	300	600	300	900
Philippines	103,320,222	1.4	300	200	500	100	600	400	1,000
Singapore	5,607,283	0.1	9	9	18	9	27	9	36
Thailand	68,863,514	0.9	200	200	400	300	700	300	1,000
Vietnam	92,701,100	1.2	300	200	500	100	600	400	1,000
Myanmar (Burma)	52,885,223	0.7	103	200	303	300	603	300	903
North Asian Region	70,602,326	1	566	1,931	2,497	547	3,044	847	3,891
Rest of North and East Asia	70,602,326	0.9	566	1,931	2,497	547	3,044	847	3,891
Fiji	898,760	0.0	6	6	12	6	18	6	24
Hong Kong, China	7,346,700	0.1	52	744	796	52	848	52	900
Macao, China	612,167	0.0	4	4	8	4	12	4	16



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Mongolia	3,027,398	0.0	20	20	40	20	60	20	80
Democratic Republic of Korea (North)	25,368,620	0.3	119	200	319	300	619	300	919
Papua New Guinea	8,084,991	0.1	52	744	796	52	848	52	900
Solomon Islands	599,419	0.0	4	4	8	4	12	4	16
Taiwan	23,395,600	0.3	300	200	500	100	600	400	1,000
Timor-Leste	1,268,671	0.0	9	9	18	9	27	9	36
Australasia Region	28,819,859	0.4	600	300	900	600	1,500	400	1,900
Australia	24,127,159	0.3	500	100	600	300	900	100	1,000
New Zealand	4,692,700	0.1	100	200	300	300	600	300	900
Zone 4	2,822,005	0.04	4	4	8	4	12	4	16
Multi-Zonal Ocean Territories	2,822,005	0.0	4	4	8	4	12	4	16
Pacific Ocean mini-states	2,191,789	0.0	4	4	8	4	12	4	16
American Samoa	55,599	0.0	0	0	0	0	0	0	0
Aruba	104,822	0.0	-	-	-	-	-	-	-
Curacao	159,999	0.0	-	-	-	-	-	-	-
Channel Islands	164,541	0.0	-	-	-	-	-	-	-

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French Polynesia	280,208	0.0	1	1	2	1	3	1	4
Guam	162,896	0.0	0	0	0	0	0	0	0
Kiribati	114,395	0.0	0	0	0	0	0	0	0
Marshall Islands	53,066	0.0	0	0	0	0	0	0	0
Micronesia, Fed. Sts.	104,937	0.0	0	0	0	0	0	0	0
New Caledonia	278,000	0.0	1	1	2	1	3	1	4
Northern Mariana Islands	55,023	0.0	0	0	0	0	0	0	0
Palau	21,503	0.0	0	0	0	0	0	0	0
Samoa	195,125	0.0	1	1	2	1	3	1	4
Sint Maarten (Dutch part)	40,005	0.0	-	-	-	-	-	-	-
Tonga	107,122	0.0	0	0	0	0	0	0	0
Tuvalu	11,097	0.0	0	0	0	0	0	0	0
Vanuatu	270,402	0.0	1	1	2	1	3	1	4
Nauru	13,049	0.0	-	-	-	-	-	-	-
Atlantic Ocean mini states	535,539	0.0	-	-	-	-	-	-	-
Andorra	77,281	0.0	-	-	-	-	-	-	-
Faroe Islands	49,117	0.0	-	-	-	-	-	-	-



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Greenland	56,186	0.0	-	-	-	-	-	-	-
Isle of Man	83,737	0.0	-	-	-	-	-	-	-
Sao Tome and Principe	199,910	0.0	-	-	-	-	-	-	-
Turks and Caicos Islands	34,900	0.0	-	-	-	-	-	-	-
Gibraltar	34,408	0.0	-	-	-	-	-	-	-
Indian Ocean mini states	94,677	0.0	-	-	-	-	-	-	-
Seychelles	94,677	0.0	-	-	-	-	-	-	-



TABLE # 3

Summary of Table 2

Design to Interview

≈ 10,000 PERSONS

(Organized across various geographical regions and sub-regions of the world)

(Table on the next few slides)

HOW GLOBAL ARE GLOBAL POLLS?

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WORLD	25,015	25,311	50,326	25,167	75,493	25,019	100,512
Tier 1	13,100	2,600	15,700	7,500	23,200	2,700	25,900
Zone 1	4,684	10,666	15,350	8,486	23,836	10,022	33,858
North American Region	*	*	*	*	*	*	*
Latin American Region	1,947	4,619	6,566	3,975	10,541	3,879	14,420
Rest of South America	815	915	1,730	1,823	3,553	1,415	4,968
Rest of Central America	630	2,998	3,628	430	4,058	1,458	5,516
The Caribbean	502	706	1,208	1,722	2,930	1,006	3,936
Western European Region	1,548	2,222	3,770	2,922	6,692	3,522	10,214
Rest of North-Western Europe	718	1,005	1,723	1,305	3,028	1,605	4,633
Rest of Southern Europe	211	411	622	611	1,233	611	1,844
Scandinavian Europe	619	806	1,425	1,006	2,431	1,306	3,737
Eastern European Region	1,189	3,825	5,014	1,589	6,603	2,621	9,224
South-Eastern Europe	634	1,266	1,900	634	2,534	934	3,468
Central Eastern Europe	201	1,365	1,566	201	1,767	933	2,700
Former Soviet - Eastern Europe	134	774	908	134	1,042	134	1,176
Caucasus	220	420	640	620	1,260	620	1,880

*North American Region has been considered part of Tier 1

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Zone 2	1,960	4,858	6,818	3,462	10,280	4,078	14,358
African Region	1,960	4,858	6,818	3,462	10,280	4,078	14,358
Rest of South Africa	535	3,239	3,774	931	4,705	931	5,636
West Africa	236	236	472	236	708	236	944
East Africa	620	814	1,434	1,014	2,448	1,314	3,762
Central Africa	569	569	1,138	1,281	2,419	1,597	4,016
Zone 3	5,267	7,183	12,450	5,715	18,165	8,215	26,380
MENA Region	1,962	2,055	4,017	2,155	6,172	3,355	9,527
North and East Africa	670	870	1,540	1,070	2,610	1,370	3,980
Middle East -Levant Countries	769	669	1,438	569	2,007	1,169	3,176
Other GCC+	523	516	1,039	516	1,555	816	2,371
West Asian Region	995	1,072	2,067	1,172	3,239	1,772	5,011
Iran-Afghanistan	400	400	800	400	1,200	700	1,900
Central Asia	595	672	1,267	772	2,039	1,072	3,111
South Asian Region	96	780	876	96	972	96	1,068
Rest of South Asia	96	780	876	96	972	96	1,068

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East Asian Region	1,048	1,045	2,093	1,145	3,238	1,745	4,983
Rest of ASEAN	1,048	1,045	2,093	1,145	3,238	1,745	4,983
North Asian Region	566	1,931	2,497	547	3,044	847	3,891
Rest of North and East Asia	566	1,931	2,497	547	3,044	847	3,891
Australasia Region	600	300	900	600	1,500	400	1,900
Zone 4	7	7	14	7	21	7	28
Multi-Zonal Ocean Territories	7	7	14	7	21	7	28
Pacific Ocean mini- states	4	4	8	4	12	4	16
Atlantic Ocean mini states	-	-	-	-	-	-	-
Indian Ocean mini states	3	3	6	3	9	3	12

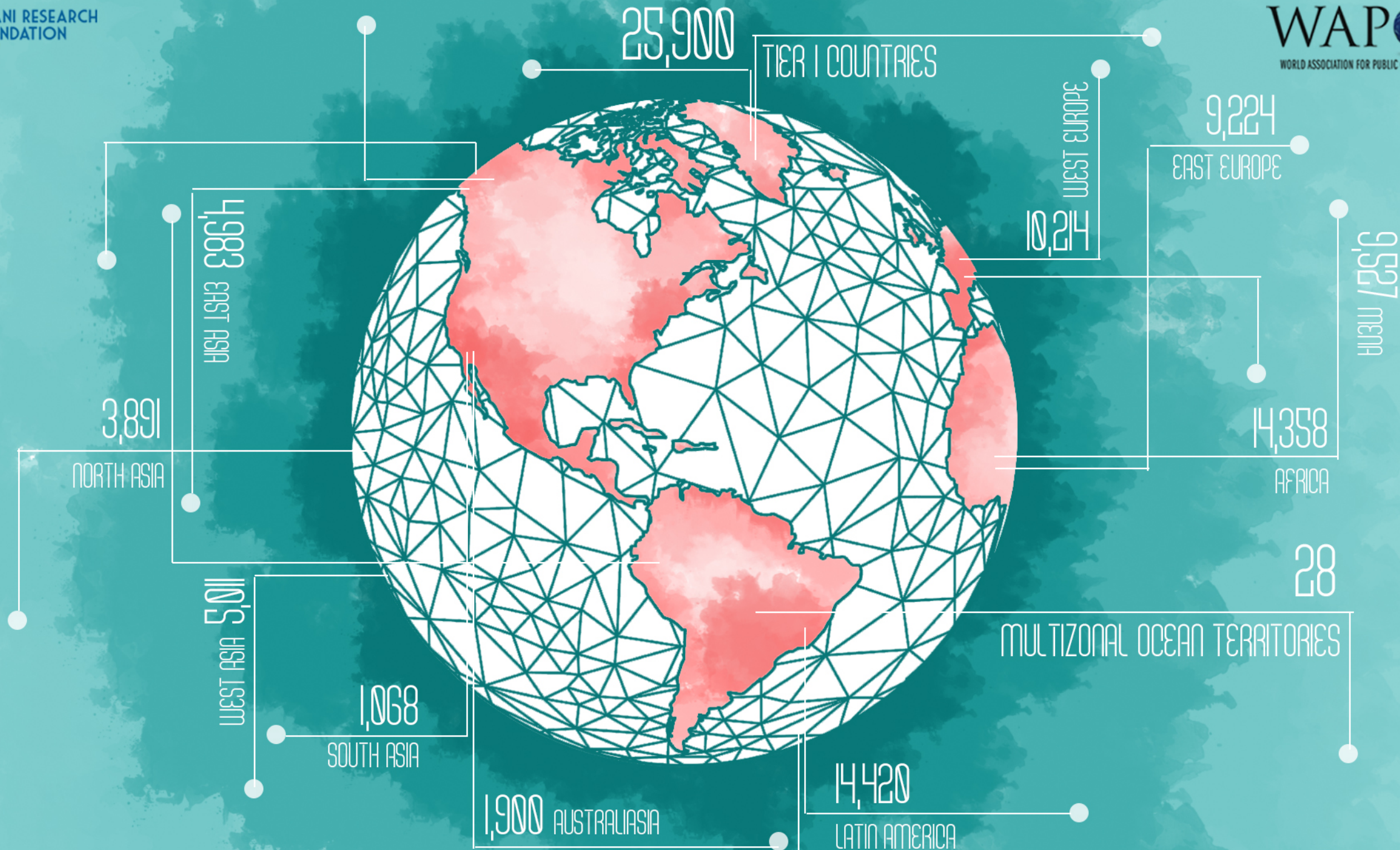


HOW GLOBAL ARE
GLOBAL POLLS?

CONCLUSION

There is a compelling scientific case to suggest that the sampling methodology of global and regional surveys should be based on specifying a universe (population) with known demographic characteristics. The remaining steps to produce a sample would then mimic standard methodology.

Notwithstanding this, there is a strong competing case which argues that most of the decision making supported by survey research is state-centric. There are few takers for truly global or even regional surveys. The GRF Hybrid sample design is an attempt to resolve this conflict by blending the theoretical concerns (favoring a sample of 100,000 persons) and policy or market concerns (favoring a sample of 100 countries). It offers a phased solution to begin with a compromise design, and gradually proceed towards a pure solution. We estimate that within the next 10 years, the technology to reach people across the world; availability of global census data; and expansion in the scope of global and regional decision-making, will evolve to a level where we could move from a hybrid to a more pure way of sampling global populations scientifically.





THANK YOU!