

## General Population Poll Full Fieldwork Methodological Report 2014

The General Population Poll in Ukraine was conducted for the World Justice Project Rule of Law Index with sampling, fieldwork and data processing by MRP-EURASIA based in Moldova.

### I. General Description:

1. What were the exact dates of fieldwork?
10 October – 10 November 2014
2. What was the mode of interviewing? (e.g. face-to-face interviews, by telephone, online)
Face-to-Face interviews
3. What was the achieved sample size?
1000 interviews
4. In what languages were the interviews conducted? If more than one language was used, how many interviews were conducted in each language?
Russian 100%
5. What was the average length of each interview? What was the length of the longest interview? What was the length of the shortest interview?
33 minutes

### II. Customization of Questionnaire:

6. Please list all final adaptations to the terminology of the questionnaire (e.g. <b>q9a</b> : Changed “President” to “Prime Minister” or <b>q3</b> : Changed “Environmental Protection Authority” to “Department of Conservation”).
“Parliament” to “Верховная Рада” “Police” to “Милиция”
7. Please list the ethnic groups, religious preferences, and income brackets applied in the customization of the questionnaire’s demographic section.
1. <b>relig.</b> religious preference Ukrainian Orthodox Church of Moscow Patriarchate Ukrainian Orthodox Church of Kiev Patriarchate The Greek Catholic Church The Roman Catholic Church Protestants (Lutherans, Calvinists, Baptists, Adventists, Evangelicals, Jehovah's Witnesses and others)

<p>Judaism</p> <p>Islam</p> <p>Other</p> <p>DNA</p> <p>2. <b>etni.</b> racial-ethnic background</p> <p>Ukrainian</p> <p>Russian</p> <p>Pole</p> <p>Jew</p> <p>Belorussian</p> <p>Moldovan</p> <p>Other</p> <p>DNA</p> <p>3. <b>income.</b></p> <p>J-Low household income 0 – 300 USD</p> <p>R- Below the average household income 301 - 500 UDS</p> <p>C- Average household income 501 - 800 USD</p> <p>M- Above the average household income 801 - 1400 USD</p> <p>F- Highest household income 1401 + ... USD</p>
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8. Please list any other changes to the demographic section of the questionnaire.
NO changes

### III. Survey Design:

9. What was the target population/sample universe for the survey?
<p>National representative sample</p> <ul style="list-style-type: none"> <li>The sample was stratified by income level or socioeconomic status, divided proportionally based on each level's share of the country's population.</li> </ul> <p>A gender quota of 50:50 (Male: Female) was applied.</p>

10. After city, what was the primary sampling unit for the survey?
Zone (urban sector).

11. What sub-populations or stratum were used?
<p>- Target age population for the Poll: 18 – 65+ y.o</p> <p>Socio-demographic categories are specified also by urban regions (three largest cities by population) gender (50% -m, 50% - economic status (5 intervals), education level, ethnicity, and religion</p>

12. Please describe, in detail, the stratifications or quotas that were applied during fieldwork. What variables were involved? (e.g. city, gender, age, socio-economic status, etc.) What questions/criteria were used to classify a respondent for each relevant stratum? What information source was used to set quotas or targets? (e.g. census data, population statistics, etc.) Please provide a link or attachment if possible.				
<p>4. <b>gend.</b> Sex of interviewee</p> <table> <tr> <td>Male</td> <td>500</td> </tr> <tr> <td>Female</td> <td>500</td> </tr> </table> <p>5. <b>age.</b> What is your age as of today?</p>	Male	500	Female	500
Male	500			
Female	500			

18 - 25	110
26 - 35	176
36 - 45	229
46 - 55	220
56 - 65	162
65 +	103

6. **relig.** What is your religious preference?

Ukrainian Orthodox Church of Moscow Patriarchate	809
Ukrainian Orthodox Church of Kiev Patriarchate	80
The Greek Catholic Church	17
The Roman Catholic Church	33
Protestants (Lutherans, Calvinists, Baptists, Adventists, Evangelicals, Jehovah's Witnesses and others)	19
Judaism	10
Islam	6
Other	5
DNA	21

7. **etni.** What is your racial-ethnic background?

Ukrainian	793
Russian	82
Pole	32
Jew	13
Belorussian	19
Moldovan	8
Other	5
DNA	48

8. **nation.** What is your current nationality?

National [Citizen]	997
Foreigner	3

9. **city.** City where the respondent lives

Kyiv	548
Kharkiv	275
Odesa	177

10. **income.** Would you please tell me the bracket that best represents your household's total income from all sources?

This should include wages and salaries, net income from businesses, pensions, dividends, remittances, rents, and any other money income received by all members of the household. [Use the part of the card that you know best: Weekly, monthly, or annual income]

J-Low household income 0 – 300 USD	137
R- Below the average household income 301 - 500 UDS	252
C- Average household income 501 - 800 USD	353
M- Above the average household income 801 - 1400 USD	194
F- Highest household income 1401 + ... USD	64
Prefer not to answer	0
DK	0
DNA	0

11. **edu.** What is the highest degree you received?

None	0
Elementary school diploma	0
Middle school diploma	122
High school diploma or equivalent	319
Bachelor's degree	291
Graduate degree (Masters, Ph.D.)	170
DK	75
DNA	23

12. **occup.** What is your current employment situation?

Independent professional (doctor, lawyer, architect, etc.)	100
Business owner	256
Salaried employee	255
Self-employed informal	120
Temporarily out of work	63
Retired / pensioner	100
Doesn't work / responsible for shopping and housework	0
Student	92
DK/DNA	14

We combined information from two sources in order to set the sample quotas. The first source taken into account The State Statistics Service of Ukraine (<http://www.ukrstat.gov.ua>), which provided us with the information about the average income in Ukraine at the individual level, and the number of people living in each city. Next, we used internal statistical data from our previous projects where we had nationwide representative samples. We combined the age and income distribution for three biggest cities in Ukraine and created the sample distribution quotas.

13. Please describe, in detail, how the sample was drawn. Were any external population statistics, census data, or other sources of information used to draw the sample? If yes, please provide a link to the source or an attachment if possible.

The sample was drawn based on the above described approach, along with other data we have collected from other surveys conducted for our clients at local level. Thus, the sample was drawn based on standard population distributions that we know to have an impact on data accuracy.

14. What were the three cities included in the fieldwork? In what region, province, and district is each of the three cities located?

1<sup>st</sup> city: Kuiv is the capital and the largest city of Ukraine, located in the north central part of the country on the Dnieper River. The population as of July 2013 was 2,847,200 (though higher estimated numbers have been cited in the press), making Kiev at least 8th largest city in Europe. Kiev is an important industrial, scientific, educational, and cultural centre of Eastern Europe. It is home to many high-tech industries, higher education institutions and world-famous historical landmarks. The city has an extensive infrastructure and highly developed system of public transport, including the Kiev Metro. The municipality of the city of Kiev has a special legal status within Ukraine compared to the other administrative subdivisions of the country. The most significant difference is that the city is subordinated directly to the national-level branches of the Government of Ukraine, skipping the regional level authorities of Kiev Oblast. Additionally, the Head of City Administration—the leading executive position is held by a directly elected, rather than appointed, figure, who is also the Head of the City Council—the Mayor of Kiev, and municipal institutions have a higher level of self governance than elsewhere in Ukraine. Administratively, the city is divided into "raions" ("districts"), which have their own locally elected governments with jurisdiction over a limited scope of affairs. Presently, there are 10 raions.

2<sup>nd</sup> city: Kharkiv, is the second-largest city of Ukraine. Located in the north-east of the country, it is the largest city of the Slobozhanshchyna historical region. By its territorial expansion on September 6, 2012 the city increased its area from about 310 square kilometers (almost 120 sq mi) up to 350 square kilometers (135 sq mi). Kharkiv is a major cultural, scientific, educational, transport and industrial centre of Ukraine, with 60 scientific institutes, 30 establishments of higher

education, 6 museums, 7 theatres and 80 libraries. Its industry specializes primarily in machinery. Currently, it is the administrative centre of the Kharkiv Oblast as well as the administrative centre of the surrounding Kharkiv district, while the city itself has a special status within the region. As of 2011, its population was 1,461,300. While Kharkiv is the administrative centre of the Kharkiv Oblast (province), the city affairs are managed by the Kharkiv Municipality. Kharkiv is a city of oblast subordination. The territory of Kharkiv is divided into 9 administrative rayon's (districts)

3<sup>rd</sup> city: Odesa, is the third largest city in Ukraine, with a population of 1,003,705. In the beginning of the 20th century it was the biggest city of Ukraine and the New Russia province and had a special independent jurisdiction. The city is a major seaport and transportation hub located on the northwestern shore of the Black Sea. Odesa is also an administrative center of the Odessa Oblast and major cultural center of multi-ethnic population. Its alternative Russian name is the *Southern Palmira*. Whilst Odesa is the administrative centre of the Odessa Oblast (province), the city is also the main constituent of the Odessa Municipality. However, since Odesa is a city of oblast subordination, this makes the city subject directly to the administration of the oblast's authorities, thus removing it from the responsibility of the municipality. The territory of Odesa is divided into four administrative raions (districts).

15. Please describe, in detail, how neighborhoods/settlements were selected in each city.

Respondents were selected randomly from all the 10 zones (districts) in Kyiv, so that each zone to be represented in the final distribution. Regarding the other 2 cities, Kharkiv and Odesa, we used 3 and 2 zones (districts) structure (selected from all 9 in Kharkiv and all 4 in Odesa). The number of population of each sector is almost the same in Kyiv. In Kharkiv and Odesa we have used more larger administrative autonomous districts (divided each city in 3 and 2 almost equal zones by number of population).

16. Please list the neighborhoods/settlements selected for the survey.

zone.	
Goloseevskij district	101
Solomianskyi district	102
Sviatoshinskiy district	103
Obolon district	104
Podolsky district	105
Pecherskiy district	106
Shevchenko district	107
Darnitskiy district	108
Dnipro district	109
Desnyanskydistrict	110
Oktyabrsky district	201
Leninsky District	202
Dzerzhinskydistrict	203
Kievskiy district	301
Malinovsky district	302

17. Were any neighborhoods/settlements substituted due to interviewer safety, inaccessibility, or other logistical reasons? If yes, please list these neighborhoods/settlements and the reason, in detail, for the substitution.

Were did not observe such kind of problems

18. Describe, in detail, how households were selected in each neighborhood/settlement.

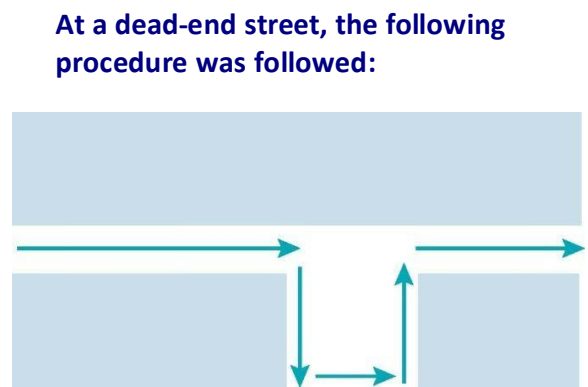
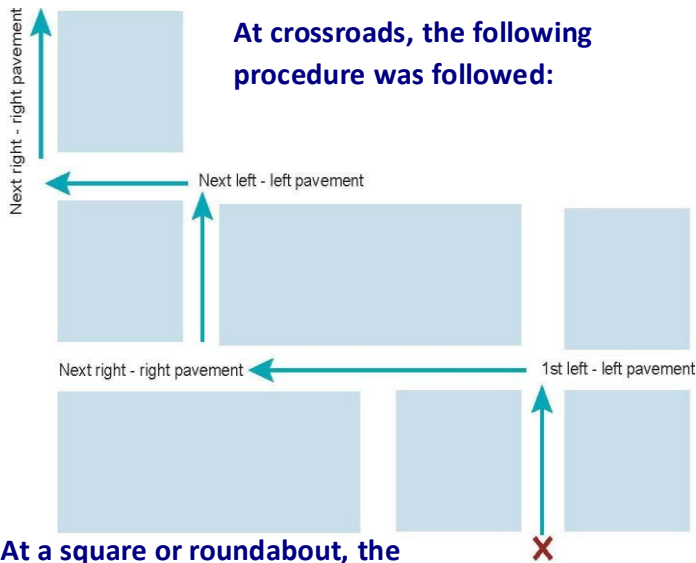
**Random Walk (route) Procedure for this study**

Interviewers had to follow strict instructions for identifying potential respondent-households: Office buildings, uninhabited/abandoned housing units, schools, hospitals, public buildings, factories, workshops, supermarkets and shops were excluded from the count. He/She rang the doorbell of every fifth

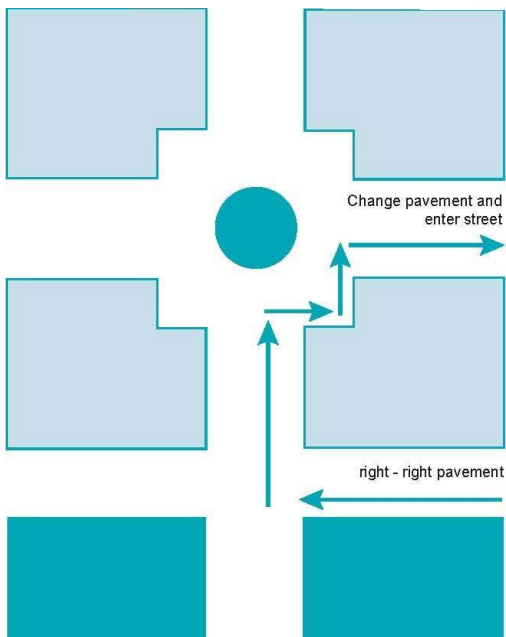
housing unit (i.e. houses or apartments).

	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.
Start																
1 <sup>st</sup> contact						2 <sup>nd</sup> contact					3 <sup>rd</sup> contact					4 <sup>th</sup> contact

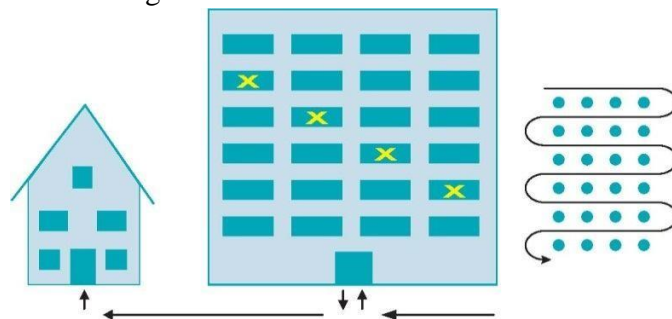
Facing the street, the interviewer went to the left. When turned at the end of the street, the interviewer did not stop counting housing units. If there was no other street (e.g. a park) at the end of the street, then the interviewer returned to the corner of the street where he/she changed direction and turns left if he/she previously turned right or vice versa.



**At a square or roundabout, the following procedure was followed:**



In the case of multiple housing units (e.g. apartments), the following procedure had to follow: the interviewer considered every apartment as a separate housing unit and started at the top of the building, working his/her way down. If there was no easy access to the building, the interviewer counted the doorbells starting at the top left end and ending at the bottom right. When leaving the apartment building, the interviewer continued with the first housing unit encountered next to the building.



#### IV. Respondent Selection

19. How were individual respondents selected within each household?

##### Random respondent selection

Respondents were selected based on the 'last birthday' method. With the help of the contact person, the interviewer selected the household member whose birthday comes next. According to the methodology only one interview per household had to be held.

20. Describe the procedure for respondent substitution. How many substitutions took place during the survey?

The substitution of the selected respondent was allowed only after three failed attempts (calls) to reach him/her. Our interviewers made 190 substitutions.

21. Describe the procedure for callbacks. How many attempts were made to reach a selected respondent?  
In aggregate, what were the contact rates for each attempt?

Total attempts to reach respondent - 1159 . Unsuccessful / interrupted interviews – 159. Successfully implemented interviews - 1000

Nr	City	No appropriate respondent in a household	Refusal to be interviewed	Interrupted interview	Successfully completed interview	Total	IR %
1	Kyiv	66	30	5	548	649	82,5%
2	Kharkiv	20	23	11	275	329	88,9%
3	Odesa	28	23	7	177	235	78,3%
	<b>TOTAL</b>	<b>114</b>	<b>76</b>	<b>23</b>	<b>1000</b>	<b>1213</b>	<b>81,0%</b>

22. Were any groups of individuals deliberately excluded from the survey?

(e.g. Government employees, police officers, market research professionals, etc.)

NO individuals were excluded

23. Please explain how respondents were randomly divided between the Treatment and Control questionnaires.

Since, according to the conditions experiment the sample was randomly divided into two groups, we used a simple principle "one-by-one" - each interviewer conducted its own count with alternating respondents from "Control" and "Treatment"

#### V. Supervision and Quality Control

24. How many interviewers worked on the project? Divided into how many teams? How many male and how many female interviewers?

The MRP-EURASIA interviewers are 25-35 years old, who graduated from university. 85% of them are specialists in sociology, economics, marketing and management and 60% of them are women.

Nr	City	Supervisors	Interviewers	Women	Men	Total	% Women	% Men
1	Kyiv	1	14	8	6	15	57,14%	42,86%
2	Kharkiv	1	10	5	5	11	50,00%	50,00%
3	Odesa	1	8	4	4	9	50,00%	50,00%
	<b>TOTAL</b>	<b>3</b>	<b>32</b>	<b>17</b>	<b>15</b>	<b>35</b>	<b>53,13%</b>	<b>46,88%</b>



25. Please describe how interviewers were trained for the project.

Supervisors and interviewers were trained on the questionnaire, the execution of field procedures, and the interviewing script and vocabulary. Interviewers were able to properly convey the meaning of each question. MRP EURASIA always is oriented to offer qualitative products and services. One of the component, which ensures this is professional development of the field staff. We did applied 2 various methods, including (1) distance learning elements (webinars with local field coordinators), because our branches are located in many countries and second stage – training in local offices for interviewers and supervisors, organized by local field coordinator. These trainings were focused on F2F PAPI polling methodology, quality control, effective communication techniques and the structure and content of the questionnaire, as well as the meaning of each question. Other training components were ensuring qualitative data entry, quota distribution and sampling. The central office prepares all necessary materials regarding methodology, manual and the schedule of the training sessions, taking into consideration the project specifics and requirements.

26. What was the process for back-checking interviews? How many interviews were conducted under direct supervision? How many interviews were checked through in-person or telephone back-checks by the supervisory team? How many back-checks were performed by the central office?

The main purpose of control was to identify non-genuine (deceptive), and low quality completed questionnaires, failure interviewers requirements on selection appropriate respondent.

Supervision work of interviewers was conducted in accordance with international standards of marketing and sociological research ICC / ESOMAR Code and the AMA ("Notes on how to apply the ICC / ESOMAR International Code of Marketing and Social Research Practice" (June, 2001).

Control of interviewers included the following components:

- Logical / visual
- Telephone
- Address

Verification work was implemented immediately upon receipt of the first completed questionnaires (concurrently with baseline survey). The questionnaires for checking were selected randomly.. The head and local offices involved respectively five and three employees for the local field team controlling. Below we are presenting controlling components:

- Visual control questionnaires for completeness and logic filling - 100%
- Visual control of route sheets to comply with the route, steps and logic filling - 100%
- Control field by supervisors (personal presence at interview) - 16%
- Control conducted interviews by back telephone calls respondents - 14%
- Control conducted interviews by a return visit to the household - 8%
- Control data entry by local office (database) - 100%
- Control data entry by Head office (database) - 30%

27. Were any questionnaires rejected for quality-control reasons? If so, how many?

8 questionnaires were rejected due to: incomplete answers (3), error in logic of filling inter-connected questions (2), spoiled due bad weather conditions (3). All rejected questionnaires were replaced by other questionnaires (for this purpose have been conducted 8 substituted additional interviews).

28. Please describe the data entry process. How was the process supervised? How many questionnaires were selected for double-entry?



Data entry has been implemented immediately upon receipt the first completed questionnaires (during the baseline survey).  
 3 people were engaged in the data entry process.  
 2 people (including one IT specialist) visually checked the correctness of data entering (after entering each 5 questionnaires)  
 → Control data entry by local office (database) - 100%  
 → Control data entry by Head office (database) - 30%

29. What was the contact rate for the survey? What was the cooperation rate? What was the net response rate?

Nr	City	No appropriate respondent in a household	Refusal to be interviewed	Interrupted interview	Successfully completed interview	Total	IR %
1	Kyiv	66	30	5	548	649	82,5%
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30. What was the number of unsuccessful interviews? What was the reason for each unsuccessful interview? (e.g. There was no answer at the selected household, the respondent refused, the respondent could not speak the necessary language, etc.)

Refusal to be interviewed	Interrupted interview	Total number of unsuccessful interviews
30	5	35
23	11	34
23	7	30
76	23	99

## VI. Other

31. Please include any other comments you have on the design, implementation, and data processing for the survey.

No other comments