

## General Population Market Research Report 2014

The General Population Poll in Belorussia 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?	34 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 “Национальное собрание” “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 <table border="1" data-bbox="95 1668 475 1859"> <tr><td>Russian Orthodox Church</td></tr> <tr><td>The Roman Catholic Church</td></tr> <tr><td>Judaism</td></tr> <tr><td>Other</td></tr> </table> 2. <b>etni.</b> racial-ethnic background <table border="1" data-bbox="95 1926 475 1966"> <tr><td>Belarusian</td></tr> </table>	Russian Orthodox Church	The Roman Catholic Church	Judaism	Other	Belarusian
Russian Orthodox Church						
The Roman Catholic Church						
Judaism						
Other						
Belarusian						

Russian	
Poles	
Ukrainian	
Jews	
Other	

3. **income.**

J	Low household income 0 – 250 USD
R	below the average household income 251 – 350 USD
C	Average household income 351 – 600 USD
M	above the average household income 601 – 1100 USD
F	Highest household income 1101 + ... USD

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?
National representative sample <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> A gender quota of 50:50 (Male: Female) was applied.

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

11. What sub-populations or stratum were used?
- Target age population for the Poll: 18 – 65+ y.o 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

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.
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The level of household income per annum (in each box below the specified level of income in USD based on each income level's respective share of the country's population)	Age (years old intervals)						SUMM
	18 - 25	26 - 35	36 - 45	46 - 55	56 - 65	65 +	
<b>Highest household income 1101 + ... USD</b>							
Minsk	2	4	6	6	2	1	21
Gomel	0	1	2	2	0	0	5
Mogilev	0	0	2	2	0	0	4
<b>Sub-total</b>	<b>2</b>	<b>5</b>	<b>10</b>	<b>10</b>	<b>2</b>	<b>1</b>	<b>30</b>
<b>above the average household income 601 – 1100 USD</b>							
Minsk	10	21	36	30	12	8	117
Gomel	3	5	9	7	3	2	29
Mogilev	2	4	7	6	3	1	23
<b>Sub-total</b>	<b>15</b>	<b>30</b>	<b>52</b>	<b>43</b>	<b>18</b>	<b>11</b>	<b>169</b>
<b>Average household income 351 – 600 USD</b>							
Minsk	24	60	73	68	44	18	287
Gomel	6	15	18	17	11	4	71
Mogilev	5	12	15	13	9	3	57
<b>Sub-total</b>	<b>35</b>	<b>87</b>	<b>106</b>	<b>98</b>	<b>64</b>	<b>25</b>	<b>415</b>
<b>below the average household income 251 – 350 USD</b>							
Minsk	12	29	38	28	23	16	146
Gomel	3	6	10	7	6	4	36
Mogilev	2	5	8	6	5	3	29
<b>Sub-total</b>	<b>17</b>	<b>40</b>	<b>56</b>	<b>41</b>	<b>34</b>	<b>23</b>	<b>211</b>
<b>Low household income 0 – 250 USD</b>							
Minsk	15	28	30	25	15	8	121
Gomel	3	7	7	6	4	2	29
Mogilev	3	6	6	5	3	2	25
<b>Sub-total</b>	<b>21</b>	<b>41</b>	<b>43</b>	<b>36</b>	<b>22</b>	<b>12</b>	<b>175</b>
<b>Total</b>	<b>90</b>	<b>203</b>	<b>267</b>	<b>228</b>	<b>140</b>	<b>72</b>	<b>1000</b>

AGE	18 - 25	90
	26 - 35	203
	36 - 45	267
	46 - 55	228
	56 - 65	140
	65 +	72
RELIG	Russian Orthodox Church	794
	The Roman Catholic Church	135
	Judaism	24
	Other	32
	Prefer not to answer	15
ETHNI	Belarusian	569
	Russian	98
	Poles	243
	Ukrainian	32

	Jews	27
	Other	24
	Prefer not to answer	7
NATION	Citizen of the country	996
	non-citizen	4

EDU	None	10
	Elementary school diploma	67
	Middle school diploma	470
	High school diploma or equivalent	208
	Bachelor's degree	153
	Graduate degree (Masters, Ph.D.)	87
	DK	0
	DNA	5
OCCUP	Independent professional (doctor, lawyer, architect, etc.)	41
	Business owner	65
	Salaried employee	345
	Self-employed informal	56
	Temporarily out of work	87
	Retired / pensioner	181
	Doesn't work / responsible for shopping and housework	130
	Student	86
	DK/DNA	9

We combined information from two sources in order to set the sample quotas. The first source taken into account Ministry of Statistics and Analysis (<http://belstat.gov.by/en/>) which provided us with the information about the average income in Belorussia 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 Belorussia 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: **Minsk** is the capital and largest city of Belarus, situated on the Svislach and Nyamiha rivers. It is the administrative centre of the Commonwealth of Independent States (CIS). As the national capital, Minsk has a special administrative status in Belarus and is the administrative centre of Minsk Region (voblast) and Minsk raion (district). In 2013, it had a population of 2,002,600. Currently Minsk is subdivided into 9 raions (districts). In addition, a number of residential neighbourhoods are recognised in Minsk, called microdistricts, with no

<p>separate administration.</p> <p>2<sup>nd</sup> city <b>Gomel</b> is the administrative center of Gomel Voblast and the second-largest city in Belarus. It has a population of 515,325 (2013 census) and its area is 121 km<sup>2</sup>. Gomel is situated in the southeastern part of the country, on the right bank of Sozh river, 302 km to the South-East from Minsk, 534 km to the East from Brest, 171 km to the South from Mogilev,          Gomel is divided into 4 administrative districts:</p> <p>3<sup>rd</sup> city: <b>Mogilev</b> is a city in eastern Belarus, about 76 kilometres from the border with Russia's Smolensk Oblast and 105 km from the border with <b>Russia's</b> Bryansk Oblast. As of 2011, its population was 360,918. up from an estimated 106,000 in 1956. It is the administrative centre of Mogilev Region and the third largest city in Belarus. Mogilev is divided into 2 administrative districts:</p>
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<p>15. Please describe, in detail, how neighborhoods/settlements were selected in each city.</p> <p>Respondents were selected randomly from all the 9 zones (districts) in Minsk, so that each zone to be represented the final distribution. Regarding the other 2 cities, Gomel and Mogilev, we used 4 and 2 zones (districts) structure. The number of population of each district is almost the same in Minsk, Gomel and Mogilev we have used more large administrative autonomic districts (divided each city in 4 and 2 almost equal zones by number of population).</p>
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<p>16. Please list the neighborhoods/settlements selected for the survey.</p> <p>1<sup>st</sup> city: <b>Minsk</b></p> <ol style="list-style-type: none"> <li>1. <b>Tsentralny</b> or "Central District"</li> <li>2. <b>Savetski</b> or "Soviet District"</li> <li>3. <b>Pershamayski</b> named after 1 May</li> <li>4. <b>Partyzanski</b>, named after the Soviet partisans</li> <li>5. <b>Zavodski</b></li> <li>6. <b>Leninski</b> named after Lenin</li> <li>7. <b>Kastrychnitski</b>, named after the October Revolution</li> <li>8. <b>Maskouski</b> named after Moscow</li> <li>9. <b>Frunzenski</b> named after Mikhail Frunze</li> </ol> <p>2<sup>nd</sup> city <b>Gomel</b></p> <ol style="list-style-type: none"> <li>1. Central district</li> <li>2. Sovetsky district</li> <li>3. Railway district</li> <li>4. Novobelitsky district</li> </ol> <p>3<sup>rd</sup> city: <b>Mogilev</b></p> <ol style="list-style-type: none"> <li>1. District "October"</li> <li>2. District "Lenin"</li> </ol>
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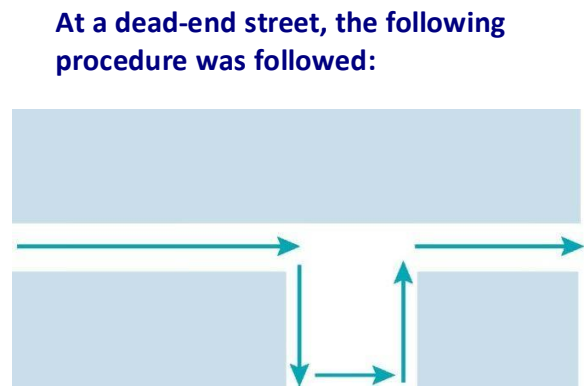
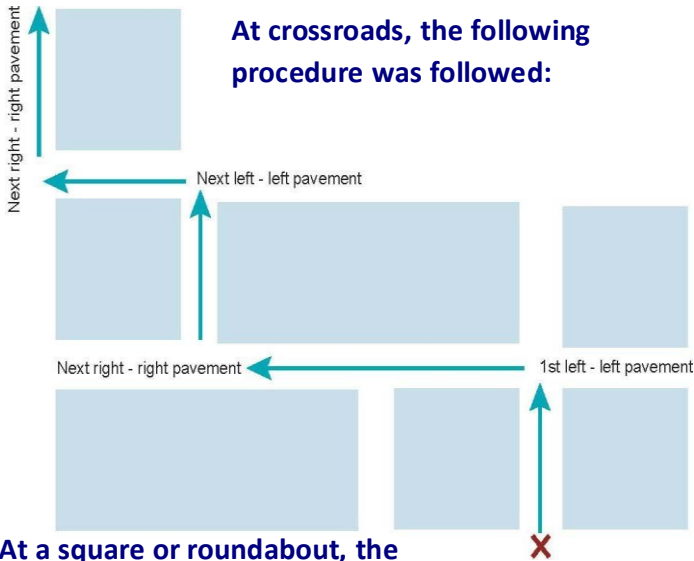
<p>17. Were any neighborhoods/settlements substituted due to interviewer safety, inaccessibility, or other logistical reasons? If yes, please list these neighborhoods/settlements and the reason, in detail, for the substitution.</p> <p>Were did not observe such kind of problems</p>
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<p>18. Describe, in detail, how households were selected in each neighborhood/settlement.</p> <p><b>Random Walk (route) Procedure for this study</b></p> <p>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</p>
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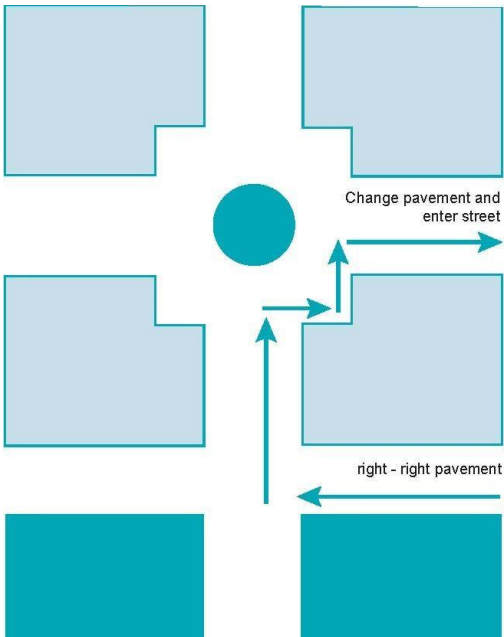
housing unit (i.e. houses or apartments).

	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

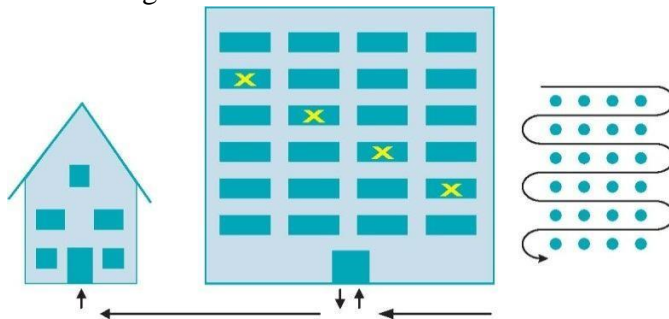
Facing the street, the interviewer went to the left. When turned at the end of the street, the interviewer did not stop counting housing units. If there was no other street (e.g. a park) at the end of the street, then the interviewer returned to the corner of the street where he/she changed direction 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. Overall, interviewers made 114 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 - 1114 . Unsuccessful / interrupted interviews – 114. Successfully implemented interviews - 1000

Nr	City	No appropriate respondent in a household	Refusal to be interviewed	Interrupted interview	Successfully completed interview	Total	IR %
1	Minsk	45	12	3	692	752	92,02%
2	Gomel	19	9	2	170	200	85,00%
3	Mogilev	15	6	3	138	162	85,19%
	<b>TOTAL</b>	<b>79</b>	<b>27</b>	<b>8</b>	<b>1000</b>	<b>1114</b>	<b>89,77%</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	Minsk	1	7	4	3	8	57,14%	42,86%
2	Gomel	1	5	3	2	6	60,00%	40,00%
3	Mogilev	1	5	3	2	6	60,00%	40,00%
	<b>TOTAL</b>	<b>3</b>	<b>17</b>	<b>10</b>	<b>7</b>	<b>20</b>	<b>58,82%</b>	<b>41,18%</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?

9 questionnaires were rejected due to: incomplete answers (2), error in logic of filling inter-connected questions (2), spoiled due bad weather conditions (5). All rejected questionnaires were replaced by other questionnaires (for this purpose have been conducted 9 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	Minsk	45	12	3	692	752	92,02%
2	Gomel	19	9	2	170	200	85,00%
3	Mogilev	15	6	3	138	162	85,19%
	<b>TOTAL</b>	<b>79</b>	<b>27</b>	<b>8</b>	<b>1000</b>	<b>1114</b>	<b>89,77%</b>

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.)

City	Refusal to be interviewed	Interrupted interview	Total number of unsuccessful interviews
Minsk	12	3	15
Gomel	9	2	11
Mogilev	6	3	9
<b>TOTAL</b>	<b>27</b>	<b>8</b>	<b>35</b>

## VI. Other

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

No other comments