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# ***Global Solidarity Opinion Poll (GSOP)***

## **- A Roadmap -**

### Advisory note

*commissioned by DevCom Network,  
OECD-DAC*

*carried out by HIVA & CIDIN*

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## 1. Introduction

With economic uncertainty and increasing questioning of the effectiveness of aid, the OECD Development Centre has felt it may be useful to invest more in campaigning for the fight against poverty. As effective public engagement requires comparative information about public awareness across countries, available results of current national polls on development cooperation are deemed falling short of delivering this. While often valid and reliable in their own right, they do not sufficiently provide comparison between different countries and different moments in time, nor do they include the points of view of citizens in both emerging donor and recipient countries.

To remedy this lacuna, the DevCom network has launched the idea of a multi-country survey, provisionally named the Global Solidarity Opinion Poll (GSOP), to be held in the DAC-countries as well as in emerging donor and recipient countries.

The objectives of such poll would be:

- To give insight on public awareness, knowledge and support for global solidarity, and to stimulate a dialogue about aid endeavours, calling on donors and recipient countries to better account for their results.
- To be a resource for parliamentarians, policy makers and scholars in their efforts to act together within the wider consultative process on development assistance.
- To allow comparison of progress/regress across all the countries, with a survey recurring every second years.
- To provide communicators in ministries and development agencies with a base to build their communication strategies.

In order to enable OECD Development Centre to proceed efficiently towards these objectives, an obvious idea was thought to draw a roadmap, holding advice on the institutional, scientific, logistic and financial elements of this project, as well as clarifying the added value of a fresh new poll with regard to existing polls. To that end, HIVA (Leuven, Belgium) was called in as an external consultant; HIVA strengthened its team with inputs from the Dutch institutes CIDIN (Nijmegen) and NCDO (Amsterdam). Together, the persons mobilized represent a solid track record of experience in development studies, public support and quantitative surveying.

This commission resulted in this Advisory Note which is sectioned as follows:

### 1. Overview of existing opinion polls & surveys on global solidarity

Without diving into the scientific analysis mechanics, we list out the recent surveys and opinion polls at population level on knowledge, attitudes, perceptions and behaviour patterns with regard to North-South or South-South solidarity, charity, development and aid. Both DAC and non-DAC countries are taken in consideration, as well as related existing international surveys or alternative approaches. Departing from this overview, some reflections are made upon the added value of a new Global Solidarity Opinion Poll.

### 2. Possibilities and prospects

This section zooms in on the main components of the enterprise. First comes a *thematic* description, which could be seen as the preview of what is to become a questionnaire. Second, we make a pre-figuration of the implementation logistics in its different consequences (geo-scope, timing, sample selection, modal choice, and budget requirements). Third, we make a design of a functional *institutional* set-up, indicating the ownership, the steering mechanism and the scientific responsibility.

### 3. Scenarios evaluation

Based upon the choices of sources (fresh survey versus existing initiatives), modes (face to face, CATI, web panel, multi-modal), and time horizon, different scenarios are possible. We present a few obvious scenarios accompanied by a pro's and con's evaluation and ways of proceeding.

## 2. Existing Opinion Polls and Surveys on Global Solidarity

In this brief overview, we look at surveys and polls in DAC-countries and non-DAC countries organized at national level, and at international level. This leads to an assessment about the added value of a genuine Global Solidarity Opinion Poll.

### 2.1. Existing national polls and surveys in DAC-countries

In the ANNEX, an inventory on existing polls is included, both at country level and at meta-country level. The following observations can be made from a transversal analysis:

- Most DAC, DevCom or other European countries do have opinion polls on development aid, sometimes called development assistance, international cooperation, foreign aid, overseas aid, or fight against poverty;
- In Europe, the three main interviewing modes (i.e., face-to-face, telephone, web-panel) are all used, sometimes in combination. Computer Assisted Telephone Interviewing (CATI), however is most frequently used. Face-to-face Interviewing is mostly used for meta-country polls, possibly because it allows a better control of the sampling and interviewing techniques, and guarantees a better comparability of the data gathered;
- Samples are mostly from 1000 upwards, adults older than 18;
- Most polls are about attitudes (incl. opinions, interest, awareness...) though sometimes knowledge and behaviour are also covered;
- Longitudinal framing of the poll is still rather the exception than the rule. Attempts are made in the UK (IDS), The Netherlands (NCDO) and Belgium (PULSE)
- Polls for which the frequency is known are either executed annually or with intervals between 3-5 years.

### 2.2. Existing national polls and surveys in non-DAC countries

A direct search through the internet and through informal contacts around the globe delivered some concise information on the existence (or rather non-existence) of polls and surveys with regard to global solidarity and aid effectiveness. This attempt might need further exploring through relevant academic associations, political agencies (ministries and departments in the countries concerned) or large NGOs and charity foundations. However, the chances to find well established survey practices – not to say traditions – are slim. Measuring people's opinion on whether global solidarity is considered a value, who is responsible for poverty or underdevelopment, whether and why international cooperation or development aid should be included in the government's policy, whether it should be increased or reduced, whether it is found effective etc. does at present not seem to be every countries priority. The part of the world where knowing the opinions and public support about solidarity, aid and cooperation is considered sufficiently important to measure it, is basically limited to countries which are considered donors, and which at the same time link the government accountability to a constitutionally embedded election system.

That said, a number of non-DAC countries are considered '**new donor countries**', which means that either they shifted from a recipient country status to a donor status, or evolved into combining the recipient and the donor status, or gradually became a de facto donor through an increased involvement in international relations. As donors, their governments could in theory find an interest

in checking their populations about the desirability of their donorship. In practice and for now, it does not seem to work like that: a first scanning for Brazil, China, India, South Africa or Russia did not deliver any forthcoming result in terms of surveys or polls about aid, solidarity or international cooperation. However, these countries are included in the scope of both the World Values Survey and the Global Barometer Studies, two initiatives which are dealt with specifically under section 1.3.

The other non-DAC countries essentially contain the rest of the world, including the aid **recipient countries**. Again, a search with a random number of 'obvious' aid recipients, such as Indonesia and Vietnam in Asia, Burundi, Ethiopia, Kenya and Tanzania in Africa, or Bolivia, Colombia and Peru in Latin America did not reveal any poll or survey of the type of interest here. This does not mean that in these countries no surveys or polls take place. They are, however, not organized at country level but rather tied to specific development or aid programmes, such as the MSF survey on access to health services in Burundi (see: <http://www.grandslacs.net/doc/3037.pdf>). Certainly in Africa, opinion polling is relatively new and the tendency has been to use it exclusively in political fields like elections and preferences for leadership. Most of other socio-economic development issues are yet to be subjected to polling.

### 2.3. Existing global polls and surveys

In the last part of the ANNEX, a series of relevant internationally organized 'global polls' are grid-listed. Because of the geographical scope (number of countries) and the topic concerned, two of those deserve special attention: the World Values Survey (WVS) and the Global Barometer Survey (GBS).

The **World Values Survey** focuses upon people's attitudes, priorities and intentions with regard to values (including gender roles, environment, autonomy, freedom, governmental control, democracy, confidence in institutions, solidarity, and religiousness). The WVS functions as a private club named the WVS Association consisting of a number of academic members, managed by an Executive Committee (chaired by R. Inglehart of the University of Michigan) which reports to a General Assembly. Members, who are admitted through invitation, carry out representative national surveys on the basis of a common questionnaire. Members also analyze and disseminate the results, and have to find the necessary funding for the survey. The WWSA has a central budget (thanks to grants from SIDA and the Dutch Ministry of Foreign Affairs) which is used for conferences (travel expenses and secretariat) and covering data collection costs in a seven African and Asian countries. The WWSA has until now carried out three waves of surveys in about 60 countries, the last one in 2008.

Countries covered include a number of DAC-countries – though not all of them - plus emerging donor countries (Brazil, China, India, Russian Federation, South Africa), plus a good number of recipient countries (e.g. Ethiopia, Ghana, Indonesia, Iraq, Mali, Morocco, Peru, Rwanda, Viet Nam, Zambia). Data are collected through face-to-face interviews, with samples ranging from 1000 (in the Netherlands) to 2000 (in countries like India and China). Samples claim to be representative, using a wide variety of geo-clustering and stratification methods, depending on the country context. The website of WVS provides a detailed section on those technical and methodological issues, see: <http://www.wvsevsdb.com/wvs/WVSTechnical.jsp>

The **Global Barometer Survey** (<http://www.globalbarometer.net/background.htm>) is a conglomerate of the Afrobarometer, the Asian barometer, the Latinobarometro and the Arab barometer. The survey has a similar organization structure as the WVS, with the focus on

democracy and citizenship. In about 55 countries, a national research team administers a country-wide face-to-face survey (sample about 1200 on average), using a standardized survey instrument. Typically, the country survey would be carried out by a private agent (such as Gallup), with the continental coordination in the hands of an academic institute. The specific websites [www.latinobarometro.org](http://www.latinobarometro.org) , [www.afrobarometer.org](http://www.afrobarometer.org) , [www.arabbarometer.org](http://www.arabbarometer.org) and [www.asianbarometer.org](http://www.asianbarometer.org) provide more detailed information on the research agencies and the technical specifications.

**Other international polls** are either more one-issue focused (such as the World Bank induced Public Attitudes toward Climate Change) or limited to European countries. We should mention the European Values Survey, which finds itself in competition with the WVS, the Eurobarometers and the European Social Survey (ESS). The latter is centrally funded (EU), coordinated by the City University and used to be budgeted at 1.8 mio € per round (or wave).

#### **2.4. Aggregating existing national data**

Another method of data gathering which may not be DevComs first option, but still worth mentioning is by aggregation. An example is the World Database of Happiness (WDH or <http://worlddatabaseofhappiness.eur.nl/common/flow.php> ), which is a centrally managed documentary system on life satisfaction of people throughout the world. WDH, monitored by Prof. R. Verhoeven (Erasmus University Rotterdam), gathers information from surveys, databases and studies on the subject, but also regularly breaks into running surveys, adding some uniform questions to them. The current database, specific searches and hard copy material are available at a nominal price.

If funds for a genuine survey would be lacking, or if the added value of it would not be worth the trouble, an aggregation system could be a low-cost alternative all though seriously affecting comparability of the data. Through conferences and publications, it could be combined with an interest raising campaign amongst academic and institutional partners.

#### **2.5. Added Value of GSOP**

OECD Development Centre describes the objectives of the GSOP as follows<sup>1</sup>:

- To give insight on public awareness, knowledge and support for global solidarity, and to stimulate a dialogue about aid endeavours, calling on donors and recipient countries to better account for their results.
- To be a resource for parliamentarians, policy makers and scholars in their efforts to act together within the wider consultative process on development assistance.
- To allow comparison of progress/regress across all the countries, with a survey recurring every second years.
- To provide communicators in ministries and development agencies with a base to build their communication strategies.

The question is whether these are good enough reasons to justify a new poll. The above paragraphs have shown that (a) most DAC countries already carry out opinion polls on aid and solidarity at regular intervals and (b) alternatives, such as an aggregated information bank on some

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<sup>1</sup> [http://www.oecd.org/document/50/0,3746,en\\_2649\\_34101\\_45895986\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/50/0,3746,en_2649_34101_45895986_1_1_1_1,00.html)



key issues could be thought of. So, do we need an extra poll at international level? Or, in other words, would a Global Solidarity Opinion Poll hold sufficient added value?

Our answer to that would be a “yes, but...” A new Global Solidarity Opinion Poll seems to us a *valuable addition* to already existing polls, if certain *conditions* are observed.

That we qualify the GSOP as a having significant *added value*, is mainly for three reasons:

- It will allow valid and reliable comparisons at different points in time: this calls for a uniformed approach in terms of sampling and question-wording, which can only be ensured by a form of centralized steering;
- It will bring in the voice of people from non-DAC countries, whether new donors or recipient countries. This has been a serious void until now. Including non-DAC countries in the poll would keep the voicing element abreast with the OECD’s progress in the domains of harmonization, alignment and equal partnership in governing the global problems such as referred to in the MDGs;
- It will be launched under the umbrella of OECD, which will add authority to the poll and make it an instrument which would be taken seriously by governments, international agencies and policy makers.

However, launching the GSOP would only be a good idea if certain *conditions* are fulfilled:

- It should measure issues that are *relevant* to all, and derived from an open mindset. This would mean that the poll does not just focus upon one ‘policy instrument’ such as development aid, but tests the public support and the desirability of a *number of principles* that are affecting global policy and praxis: acceptance or non-acceptance of poverty or unequal development, solidarity, whose responsibility (North or/and South; governmental, institutional, personal...) and the perception of effectiveness of different instruments (aid, charity, fair trade...);
- It should be accompanied by a systematic *communication strategy*, including a dialogue framework with governments, policy makers and agency forums;
- It should contain a well planned *M&E system* that tracks the quality of the process and the outcome, the cost efficiency and the use that is made of it at political and agency level;
- From an efficiency point of view, it should be substituting a (gradually increasing) number of national polls with regard to this issue;
- It speaks for itself that it should be an impeccable state-of-the-art enterprise, standing the tests of quality, transparency and methodological soundness. Our next section elaborates what it would take to reach those standards;
- It should be viewed by (a majority of) DevCom members as a valuable addition and/or possible replacement of existing polls. A consultation of about half of the DevCom members made clear they surely see and acknowledge the added value of a global solidarity poll. The possibilities of comparisons between countries and over time are the most mentioned added-value. Quite a few members explicitly remark that the large scope, in specific the extension of new donor countries and recipient countries would be useful. Some countries add that they don’t have a nation poll, so therefore all information would be highly useful for them. However, members also warn for duplication with the Eurobarometer. They recommend a close cooperation to avoid any repetition of work.

### 3. Prospects and possibilities

#### 3.1. Thematic description and questionnaire

Before thinking in terms of a questionnaire, it makes sense to reflect upon what is it we want to know. What are specific indicators for this? Only then follow the more operational questions: how to translate this into a measuring tool? And how to collect data with it?

The general idea behind public opinion polls is that development aid requires broad-based political support and that such political support is in turn dependent on societal support (i.e., support from the general public). However, as Hudson & Van Heerde (2010), also see Develtere 2003, IOB 2009)<sup>2</sup> clearly demonstrate the link between public support and aid levels does not follow a linear pattern. Likewise, many public opinion polls seem to depart from the idea that there is a direct link between the level of knowledge, the attitude and the behaviour of the general public about or towards development cooperation. Such links do exist, but evidence shows that the correlation between those variables of public support is not all that high. Also, public support research has often been criticised for not measuring the concepts it intends to (Hudson & Van Heerde 2010: 4).

This brings us to the most important issue to be settled for any public opinion poll: to ensure what it is that we want to measure and then to look at how to do that. The former starts with acknowledging that support, opinion, attitude, knowledge, awareness (which are often used interchangeable) are in reality different concepts. Many opinion polls implicitly seem to depart from the well-known Knowledge-Attitude-Behaviour sequence but in reality questions are mainly geared at knowledge and (particularly) attitude of the general public. At the same time, knowledge is not only culturally specific but has proven to be of a rather marginal importance in explaining attitudes and behaviour. Also, the public's knowledge on development, aid, and North-South relations, comes out as mediocre to very low, whichever way it is measured. It should therefore be recognized that knowledge is not a prerequisite for people to have (often strong) attitudes and opinions about development aid. It is for these reasons that it is proposed to focus first on attitude in the Global Solidarity Opinion Poll (GSOP), as attitude may be regarded as encompassing an evaluation by the respondents of a specific phenomenon.

With regard to that specific phenomenon DevCom proposes to focus the proposed GSOP on 'global development aid'. However, development aid as a concept is fuzzy at best (particularly also for the general public) and adding global does not necessarily make it less fuzzy. Besides, spotlighting 'aid' narrows the focus too much as it excludes other activities geared at contributing to development – activities which are generally not captured under the heading of development aid. In addition, a focus on aid almost equals a focus on the activities of DAC donors thus sidestepping the fact that the proposed GSOP covers aid donors and aid receivers as well as countries which are both (e.g., China, India). Focussing only on development aid (from DAC donors) could easily lead to a distorted picture if only because respondents in recipient countries may well have no link to development cooperation from DAC donors whatsoever.

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<sup>2</sup> Hudson D. and J. van Heerde (2010), *'A mile wide and an inch deep': Surveys on Public Attitudes towards Development Aid*, University College London.

Develtere P. (ed.) (2003), *Het draagvlak voor duurzame ontwikkeling: wat het is en zou kunnen zijn*, Antwerp, De Boeck N.V.

IOB (2009), *Draagvlakonderzoek – evalueerbaarheid en resultaten*, The Hague, IOB (IOB Evaluation, nr. 322), April.

To tackle this problem, it is proposed here that the GSOP focuses on attitudes towards development by

(1°) departing from the development problems that respondents feel are most urgent (thereby making a distinction between national and international (e.g., Global Public Goods) problems), followed by

(2°) questions about which (national and international) actors (e.g., local governments, foreign governments, international organisations, civil society, they themselves) carry the main responsibility in tackling these different development problems and ending with

(3°) questions about the respondents' opinion on the extent to which these different national and international actors indeed contribute to tackling the perceived problems. Development cooperation as provided by DAC donors is then part of the latter group of questions.

Questions on behaviour could be considered while acknowledging that much behaviour is context-induced. Behavioural issues like donations to charity, volunteering for organisations, consumption patterns (fair trade or ethical consumption) may be interesting themes in their own right, but they are more connected to Gross National Income or national cultures than to solidarity values or support for development aid. The risk is that questions on behaviour will only apply to a few countries, and therefore may be advised against when the economic use of the questionnaire is at stake.

When focussing on attitude, it is recommended to include questions that provide an opportunity to explain differences in attitude towards development between respondents (and ultimately between countries) and allow for an analysis of possible drivers for specific attitudes. Such personal questions could include political preference, income, religion (i.e., attending a place of worship), satisfaction with own government performance, inter-personal trust, gender, and perceptions of poverty.

On the question how best to measure attitude towards development it is important to note that the use of terms and concepts in the proposed GSOP in different countries holds certain semantic risks. In order to prevent some of the general critiques (certainly in a cross-country poll), it is crucial that concepts used are clear to all and not multi-interpretable. It is thus required that concepts (e.g., development, development cooperation, South, Western donors) are well defined, that contextual information is provided and that the questionnaire is tested in different cultural contexts. .

It goes almost without saying that such explanations have to be equal for all countries but that examples can be made context specific. This also holds when using specific scales for answering survey questions. In the case of questions on who carries responsibility for tackling development problems a broad categorisation of potential actors is most likely to be used. Each of these actors (e.g., civilateral actors or international organisations) has to be defined in the same manner for all countries but examples have to be used in each country to which respondents can relate (e.g., Oxfam Novib as example of a civilateral actor in the Netherlands, against 11.11.11 in Belgium).

Besides, questions preferably will be stated in relative and not absolute terms. Public attitude towards development aid, for instance, should be measured in such a way that respondents have to make a reasoned trade-off between competing policy issues. Alternatively, support can be monetised (as was done in a World Bank study which monetised support to MDGs).

Finally, the number of questions to be asked in any poll (and certainly if the decision is made to buy into already existing worldwide polls) is severely limited. As a ground rule, no poll should take more than 15 minutes of respondents (although this can be more in case of for instance a face-to-face methodology).

### **3.2. Technical issues: timing, sample, mode and budget**

The technical issues of a poll are the following: the timing (when and how regular), the geographical scope, the sample size, the sample selection, the modal choice and the required budget.

The intention of the DevCom network is understood to be able to compare attitudes and opinions between countries and at different points in time. Other choices and decisions are yet to be made, which leads us to envisage different options on each of these parameters.

#### **3.2.1. Timing**

One important point about the timing is that the poll has to take place simultaneously in the different countries where it is organized. Moreover, the *length of the polling period* should be limited to about one month at maximum. The reason is to eliminate possible bias as a consequence of events (e.g. wars or natural disasters) that might affect answer patterns. Answer patterns affected this way may contaminate comparisons between countries. In that case, the difference between country A and country B may in reality be the difference between 'before disaster' and 'after disaster'.

How regular the poll should be organized really depends on the available budget. The minimum interval between two polls allowing for differences indicating a tendency may be two years. The maximum period is closely connected with the likelihood of loss of institutional memory due to staff turnover and disappearance of executing agencies. The maximum interval should therefore not be more than five years.

#### **3.2.2. Geographical Scope**

Again, under the scenario of a centralized funding system, it is the available budget that is decisive for the number of countries covered. According to the announcement on the OECD website, the DevCom network aims to launch the poll in all OECD-DAC-countries, as well as in emerging donor and recipient countries, giving a broad North-South perspective on public attitudes<sup>3</sup>. While the choice for the OECD-DAC countries may be obvious, including new donors and recipient countries certainly poses a few challenges:

- (a) Is it possible to use the same questionnaire for all types of countries?
- (b) Which countries to select? And how to select them?

The first challenge has already been reflected upon by the proposal to focus the questionnaire on a problem-solution logic, rather than one specific instrument (development aid). By questioning about a wide scope of 'problems', priorities, responsibilities, preferred types of solutions (among which development aid) and the perceived quality of the solution implementation, the questionnaire could be processed in a sufficiently universal pattern to allow for homogenous use.

Selecting countries is a different proposition. One should be aware that there is no such thing as 'one or some' countries representing the other ones. Attitudes in India or Brazil cannot be seen as a sample – or even a proxy – of attitudes in e.g. China or the Russian Federation. The same applies to recipient countries: attitudes between, say, Senegal and Zambia may differ more than between, say, Senegal and France. Therefore, as a rule, it should be accepted that a sample in a given country only represents – at best – that country, and not some 'similar' country.

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<sup>3</sup> [http://www.oecd.org/document/50/0,3746,en\\_2649\\_34101\\_45895986\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/50/0,3746,en_2649_34101_45895986_1_1_1_1,00.html)

For the new donors, it should be realized that, due to its specific conceptual framework and terminology in all matters concerning international relations, China constitutes a particular challenge. However, the importance of China on the international scene, including the developing countries, can hardly be overlooked. Then again, India and Brazil are at the same time donor and recipient countries, with some ministerial departments divided in sections of incoming aid and outgoing aid. The continuing presence of NGOs and charity organizations in the outfield may make that respondents still have the perception of their country as a developing country.

As global solidarity is a key issue in the poll, one element in the selection of recipient countries could well be exactly this obvious presence of development partners (whether bilateral, NGOs or other). This makes some countries (e.g. Ethiopia, Viet Nam, Peru...) more eligible than others.

Finally, in selecting countries to be taken up in the GSOP it might be worthwhile to opt for a stepwise approach in which the number of countries to be included is increased with each new round. This would principally apply for recipient countries as DAC donors and new (non-DAC) donors would preferably all be included from the start. Next to the presence of development partners mentioned above an important criterion for selecting aid recipient countries for the GSOP could be the experience with polling in these countries (and thus the opportunity to indeed execute a poll according to the lines set out here).

### **3.2.3. The sample**

Following the examples of the Global Barometers and the World Value Survey as explained above, sample size will be between 1000 and 2000 interviewed persons per country, depending on the population size and heterogeneity, with a +/- 2.8% margin of error for a 95% confidence interval. The so-called 'universe' to which the sample refers is mostly the total population above 18 years old. In some European countries, opinion polls covers younger age-groups too (sometimes from 15 or 16 years onwards), but this holds the risk of misunderstanding the questions, or immature behaviour in responding the questionnaire.

While in many DAC-countries, the sample selection can be done by using population data (via official or telephone registers), sampling in non-DAC countries may mostly be through a multi-stage stratified cluster random route system. The stages and the techniques to use may vary from one country to another (sometimes GIS or Google Earth are applied) and they require a thorough knowledge of the countries administrative and demographic system, its dwelling pattern and its spatial organization. The ultimate stage is usually the 'random walk' within a well-selected geographical sector. Proven experience with sampling may be a good reason to assign the poll in a country to an agency. The complexity of the sampling process may also have severe repercussions on the required budget in certain countries.

### **3.2.4. Modal choice**

The choice of the questioning mode is an important one, holding far-reaching consequences. Overall, four modes may be distinguished: (a) face-to-face, (b) telephone, (c) web panel and (d) pen-and-paper (often via postal way).

Each mode has its variations. *Face-to-face interviewing* can be organized through random walk (calling at each nth house of the nth street of a sector), or through an appointment procedure (via telephone or letter). In some cases interviewers position themselves at a public place, approaching by-passing people for an interview, but this method leads to an obvious bias for excluding certain categories. *Telephone surveys* are mostly carried out through a CATI procedure, whereby calling is done automatically from a dataset of phone numbers and the interview appears on a computer screen. The massive introduction of mobile phones during the last decade proved to be severe

challenge for telephone survey companies, although some manage to gradually put together a databank of mobile phone numbers. *Web surveys* are a more recent phenomenon, carried out by private firms who have put together large databanks of e-mail addresses of people willing to be contacted at regular intervals for on-line surveys. This opt-in system, together with the relative low penetration rate of internet access in some regions and some population categories, raises methodologists' eyebrows when evaluating the representativeness of the system. Web-believers however claim it is only a matter of time before each and every household will be reachable via the web. At present, their biggest argument is the low cost and the speed of web-surveys. Opposed to that, the *postal surveys* is the slowest of the four modes, with the least control and the biggest fall-out. Pen-and-paper however is still used in set conditions, e.g. to have questionnaires filled in at classroom level, or as direct evaluations of events, seminars etc.

We have summarized the pro's and con's of each mode in the table below:

<i>Mode</i>	<i>Advantages</i>	<i>Disadvantages</i>
Face-to-face	Best chance for representativeness High reliability (context control)	High cost (working hours & transport) Longer polling period Social desirability bias
Telephone	Cost controllable Shorter polling period	Selection bias (opt-out, no telephone or number not traceable) Social desirability bias
Web panel	Low cost Extreme short polling period	Selection bias (opt-in, internet not accessible)
Pen-and-paper	Cost controllable	Low response ratio (opt-out) Longer polling period No control over respondent identity

When we turn to non-western societies, the **face-to-face mode** seems to be the only obvious choice. Indeed, most international surveys like the World Value Survey, the Global Barometers, the Eurobarometer or the European Social Survey gather their data through face-to-face interviews, selected by the random walk method. The biggest drawback of face-to-face interviewing is that it is expensive, certainly in countries with a high labour cost. While in Africa and most of Asia and Latin-America, face-to-face interviewing would be the only defensible choice from a technical point of view, in Europe, North-America, Japan, Korea and a number of other countries, there are alternatives. In the hypothesis the GSOP would have to make do with limited funding, a **mixed mode**, namely a combination of face-to-face interviewing (mainly in the South) and web-panels (mainly in the North) could be considered notwithstanding likely comparative problems.

We therefore need to take a closer look at how **web panels** operate<sup>4</sup>. These days, web-polling firms across the globe tend to set up consortiums, allowing their clients to order an international poll through a one-stop-shopping system. One such consortium is called Proximity Panels. Proximity Panels enables the launching of a standardized survey with pre-coded answer categories in 56 countries, spread over all five continents (but with South-Africa as the only African country).

<sup>4</sup> The following section is based on an interview with the management of the web-polling company iVOX, who had carried out a web-poll on public support for development aid in Belgium in January 2010. This poll was ordered by HIVA as a part of the PULSE-program. Information on proximity panels can be found at [www.proximitypanels.com](http://www.proximitypanels.com).

When representativeness is at stake, however, one needs to assess two parameters in particular in order to decide whether a country panel would give a valid prospect: the size of the panel, and the penetration rate of the internet among the country's households.

The table below gives an indication of the panels' size (belonging to the Proximity Panels consortium) and the internet penetration rate. The figures are from the Proximity Panels website.

<b>Country</b>	<b>Panel size</b>	<b>Internet penetration rate</b>
Argentina	160.000	48.9%
Australia	520.000	80.1%
Belgium	125.000	67.0%
Brazil	332.000	36.2%
Canada	200.000	74.9%
China	466.000	28.7%
Denmark	99.000	84.2%
France	150.000	69.3%
Germany	100.000	70.0%
India	23.000	7.0%
Italy	185.000	51.7%
Japan	640.000	75.5%
Korea	165.000	77.3%
Mexico	236.000	24.8%
Netherlands	380.000	85.6%
Russia	243.000	32.3%
Spain	194.000	71.8%
Sweden	103.000	89.2%
South Africa	55.000	10.8%
Taiwan	153.000	65.9%
Turkey	1.200.000	n.a.
UAE	220.000	60.9%
UK	140.000	76.4%
USA	725.000	76.3%

Other countries covered by Proximity Panels are not listed in the above table because their panels count less than 100000 respondents. (We have included India and South Africa for demonstration reasons only). It would take a study in its own right to figure out what could count as a sufficiently large panel and a sufficiently high penetration rate to allow for a representative sample. A penetration rate of 60%, for instance, could mean that e.g. the 50+ age group or the rural areas are nearly absent. Even if the 50+ age group would be present by numbers, this may hide some non-morphological characteristics, such as *internet-mindedness*, which then again could have a significant impact on certain attitudes and opinions. At the other hand, in the case one suspects the risk of selection bias, there are methods to find out whether and how important this bias might be.

One method to measure the attitudinal deviations as a consequence of (web-induced) selection bias is to have 'golden standard' questions in the questionnaire: questions which are used in other surveys of which the bias suspicion is none (such as the European Social survey) and to compare your results with the well-established results. Another method is to go for the mixed mode within each country where a web-panel is employed: e.g. to add a smaller telephonic or face-to-face survey sample to the main web panel sample. A third method, which applies to any used mode, is to include one or two questions specifically for comparing non-respondents with respondents.

As selection bias can be measured but not easily corrected, web panels may be very useful to compare poll results in the longitudinal sense<sup>5</sup>, than in the between countries sense. Therefore, the recommendation with regard to web-panels is two-fold: 1) only to use it in countries with a high internet penetration rate (from 70% upwards) and 2) to use it in an experimental way, well monitored, and combined with another mode.

To complete this section, we are inclined to advise negatively on the use of **telephone survey or postal survey** methods. Due to the increasing share of mobile phones combined with growing response fatigue, telephone surveys are featuring an increasing selection bias over the years. They are not of use in many countries in the South. Since they are four to five times as expensive as web-surveys, their use would be limited to countries with a large telephone network and a relatively low internet penetration rate, such as Portugal and Greece. In such scenario, telephone as a mode will have to be combined with face-to-face interviews and web panels, making the challenges coming with mixed mode even more challenging. Postal surveys, we think, is no longer a serious option due to reasons explained above: too slow, and too much non-response.

### 3.2.5. Budget and funding mechanism

Due to time constraints, a **budget** calculation has not been made. However, as a rough estimate, one could look at the European Social Survey, taking place every two years in 25 European countries (1.000 to 1.200 completed face-to-face interviews per country, leading to a total of between 25.000 and 30.000). The last round (2009) was core-funded at about 1.8 mio €<sup>6</sup>. This gives an indication of the average cost of a face-to-face interview in Europe, which would be between 60,- and 72,- €.

Opposed to that high figure stand the average cost of one filled out questionnaire through a web-panel. In the scenario of 1.000 completed questionnaires with an average filling-out time of 15 minutes, the price per unit may vary between 3,-€ and 5,-€ in European countries, not counting programming and coordination costs (about 1.000,-€ per country) and translation costs<sup>7</sup>.

From own experiences, we assess the average cost of a telephonic interview (CATI system, with a sample of 1.000 selected at random) to be between 20 and 25 € in Belgium, with slightly different prices in other European countries.

For **financing** the whole enterprise, a core funding is by far the preferable mechanism, as it eliminates confusing and complicated ownership and decision-taking structures. Additional funding could later be sought on a join-in basis. Should however core-funding fall short of the required budget, a system of self-financing could be introduced: if you want the poll to take place in your country, then you look for the necessary funding. This system will at one hand complicate the decision-taking structure, but it may enhance ownership. A compromise between the two mechanisms may be to stick to core-funding in general but require participating countries to co-finance some share of 'their' expenses, whereby this share could vary from e.g. 30% for DAC-countries to 15% for non-DAC donors to 0% for recipient countries. At the same time, one should consider the risk that, under a co-financing or self-funding system, countries may join in once and

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<sup>5</sup> The Institute for Development Studies (UK), for instance now deploys the UK Public Opinion Monitor on the basis of a longitudinal panel of about 6000 people.

<sup>6</sup> Revealed informally by Prof. Dr. Jaak Billiet (Catholic University of Leuven, and member of the ESS Central Coordinating Team)

<sup>7</sup> Figures revealed unofficially by Proximity Panels staff.



abandon the next time, affecting the comparability of the results and the continuity of the GSOP enterprise as a whole.

A short consultation round among DevCom members, supports the abovementioned plea for core funding with possible extension by joining in and/or co-financing. First of all we find that most DevCom members that have experiences with a national poll are more than willing to share information about their own national polls and lend expertise if necessary. So, the support regarding content and expertise is present among DevCom members.. But, regarding their possible financial contribution to the future GSOP, DevCom members seem to be more reluctant: More than half of the consulted country-members<sup>8</sup> indicate that they can't offer any additional funding for the global solidarity poll. Six members indicate that they could possibly provide a financial contribution and only 2 members showed their actual willingness to contribute, for example in the form of a pilot project. All others can't confirm their support yet but indicate that possibilities for financial contribution might be possible in the future.

All in all this makes clear that the financial support from DevCom members (for now) is not yet crystallized and might take time and effort in building. Additional funding from outside the DevCom network is advisable as support from within the network shows to be of ad-hoc nature and difficult to secure in the long term. All depends on the extent to which the added value for DevCom members will actually emerge from the GSOP.

### 3.3. Institutional set-up

To outline the institutional set-up which is to steer, monitor and carry out the GSOP means to outline an organigram of agencies, to assign tasks to them and to explain the birth-giving process to this set-up.

Guiding principles for the design of this set-up should be:

- *Independence of the scientific execution:* as 'truth' will be produced on the basis of quantitative data collection, the process of data collection and analysis should be in the hands of an academic entity which could manage this process according to the principles of objectiveness, data validity and data reliability;
- *Organizational flexibility:* in order for the process to be effective and efficient, the set-up should be lean and uncomplicated, allowing for the subsidiarity principle (responsibility at the lowest possible level) and clarity about roles and responsibilities;
- *Attractiveness:* both for the sake of giving publicity to the poll and its results and for the sake of attracting other possible stakeholders, the set-up should be transparent and open to suggestions and innovations;
- *Public accessibility:* once available, the public should have free access to both the reported results and the data-sets.

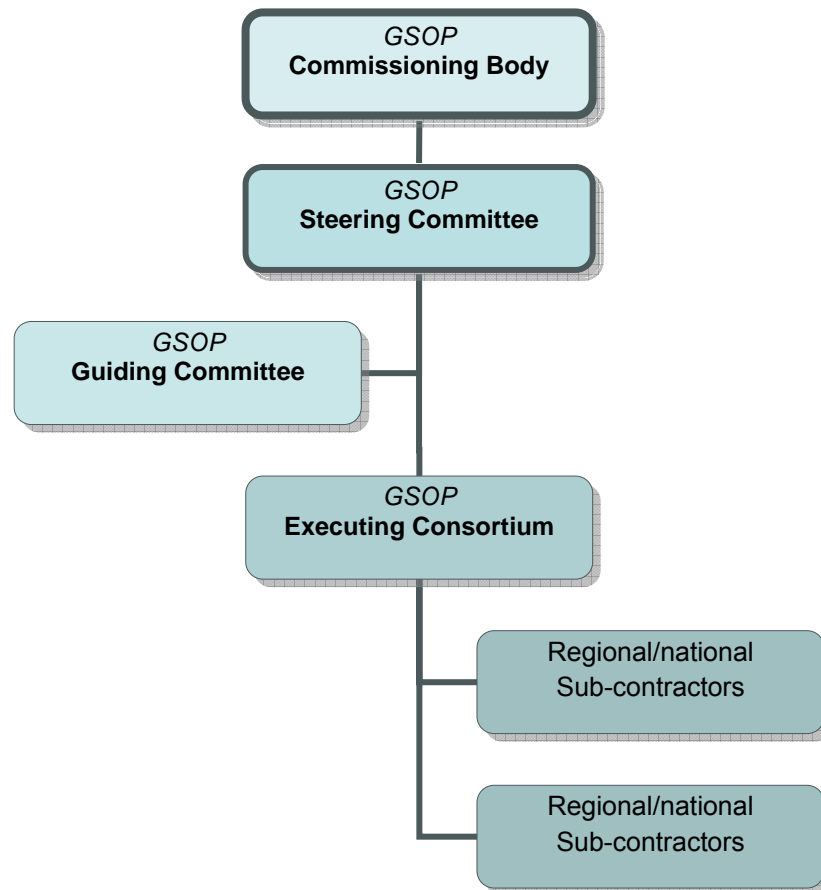
The set-up design is depending on the strategic choice made about the funding. In theory, funding could come either from one central donor (obviously the OECD) or from many local donors, e.g. through the fund-yourself principle as in the case of the World Values Survey. One can think of many modalities between those two 'extremes'. Let us assume that – at least at the beginning of

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<sup>8</sup> 18 DevCom members from 16 countries participated in the consultation round, 17 DevCom members (from 14 countries) did not participate.

the process – funding will be central, whereby gradually other donors may join in throughout the process.

The following set-up could then be envisaged:



**Figure 1: Proposed organisational structure for GSOP**

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### **GSOP Commissioning Body**

Composition: OECD – and other eventual funding members, in agreement with OECD

Responsibility:

- Budget release
- Final decision upon the overall GSOP strategy (proposed by DevCom)
- Final decision upon GSOP institutional set-up (proposed by DevCom)
- Appointing the Steering Committee (proposed by DevCom)

### **GSOP Steering Committee**

Composition: Presided by OECD Development Centre + 4 committee members (2 DAC + 2 non-DAC), nominated by DevCom

Responsibility:

- Strategic planning (activities & financial plan: timing, modal choice, scope of countries)
- Acquisition of extra funding
- Tendering (ToR) to executing and other agencies
- Contract management
- Logistical dissemination (events, publication policy)
- Report to Commissioning Body

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### **GSOP Guiding Committee (temporary)**

Composition: OECD Development Centre / DevCom delegates + nominated internal & external academic advisors

Responsibility:

- Guide the institutional build-up; dissolve after the inauguration of the Executive Agency
- Advise on the strategy (timing, modal choice, scope)
- Advise on the funding (budget calculation)
- Prepare ToR for Executing Consortium tendering
- Report to Steering Committee

### **GSOP Executing Consortium**

Composition: Consortium of academic institutes – through tendering (max 3 institutes, one lead agency/institute)

Responsibility:

- Carrying out the poll with assigned budget according to strategic plan
- Identification of subcontractors and local agencies
- Guarding the scientific correctness & the quality of both process and result
- Guarding uniformity and representativeness in sampling
- Processing of questionnaire (and translated versions)
- Analysis, reporting, dissemination, database management, website management
- Report to Steering Committee

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### **Regional/national sub-contractors**

Composition: academics and specialized firms to

- carry out tasks (e.g. translation, data processing etc.) for the Executing Consortium firms
  - carry out the poll in their country; reporting to Executive Consortium (but ToR with Steering Committee)
-

## 4. Scenarios with SWOT evaluations

In theory, a multitude of scenarios could be proposed, when all variables were upon to decide would be combined:

- Source of information: setting up a proper survey / working with existing survey(s)
- Mode: Face-to-face / Telephone / Web-panel / combination of these
- Dimension of the theme questioned: attitude / knowledge / behaviour / combination of these
- Geographical scope: DAC-countries / new donors / recipient countries / combination of these
- Financing: Core-funding (OECD) / Additional funding / Self-funding mechanism

In order not to complicate things, we stick with the first two questions, as the answers to those will lead to decisions with important repercussions for the design and the strategy of GSOP: (a) a proper survey yes or no, and (b) which questioning mode: face-to-face, web, or combined.

### 4.1. Main scenario: a proper OECD-DAC global solidarity opinion poll (GSOP)

This is the **main scenario** which we have focused upon throughout our section 2 'prospects and possibilities'. To make it as concrete as possible, we suggest it contains the following elements:

Methodological elements:

- Scope: DAC countries, new donors, recipient countries (where polling is technically possible)
- Sample: guarded process, uniform method (e.g. random walk) & contextual variations to guarantee representativeness, sample size at 1.000-2.000
- Thematically focused upon global development problems and the principles used to interpret and possibly remedy them (priority, responsibility of whom, solidarity,...)
- Probing the attitudes (in the broad sense) rather than trying to capture knowledge and behaviour patterns
- Timing: at regular intervals (between 2 and 5 years)

Institutional elements:

- Centralized budget (core-funding + optional additional funding by co-sponsors)
- Independent scientific executive agency
- Flexible, lean and uncomplicated decision-making structure
- Enterprise and structure attractive and open to newcomers
- Including a public voicing strategy
- Including a Monitoring & Evaluation system
- Substituting (from the start or else gradually) existing national polls

A quick SWOT evaluation could give the following balance:

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<b>Assets and advantages</b>	<b>Challenges</b>
<ul style="list-style-type: none"><li>▪ Comparison over time and between regions/countries</li><li>▪ High credibility through OECD ownership</li><li>▪ Objectified materials for dialogue with &amp; between policy makers</li><li>▪ Valid, reliable and comprehensible results</li><li>▪ Manageable structure</li></ul>	<ul style="list-style-type: none"><li>▪ Guard scientific independence and quality</li><li>▪ Avoid cultural bias in question wording and results interpretation</li><li>▪ Should substitute other (national) polls to avoid poll inflation</li><li>▪ Should justify itself by its impact: been used by national and international policy makers</li></ul>

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Now, this main scenario could still take different shapes and forms. We evaluate three variations according to the modal choice. What follows is only a schematic presentation. The narrative reflection can be read under paragraph 2.2.4 (modal choice).

Variation 1 with face-to-face interviews in a sense completes the main scenario, as it would be our preferred option, while variations 2 and 3 are presented as 'second best' options which would need preliminary methodological research anyway. So, the SWOT-balances below should be read as complementary to the balance above.

#### 4.1.1. Main scenario variation 1 : Face-to-face interviews

Assets and advantages	Challenges
<ul style="list-style-type: none"> <li>▪ Best chance for representativeness in the different countries/regions</li> <li>▪ High reliability</li> </ul>	<ul style="list-style-type: none"> <li>▪ High cost (especially in DAC countries)</li> <li>▪ Requires close monitoring on uniformity of sampling &amp; questioning</li> <li>▪ Social desirability bias</li> </ul>

#### 4.1.2. Main scenario variation 2: Web-panel

Assets and advantages	Challenges
<ul style="list-style-type: none"> <li>▪ Low cost</li> <li>▪ Extreme short polling period</li> <li>▪ Uniformity of questioning</li> </ul>	<ul style="list-style-type: none"> <li>▪ Only representative in countries with a high internet penetration rate (preliminary research needed)</li> <li>▪ Risk of selection bias (opt-in system)</li> </ul>

#### 4.1.3. Main scenario variation 3: Multi-modal approach

A multi-modal approach, combining web-panels in high internet-penetration rate countries (which tend to coincide with high labour cost countries) with face-to-face surveys in countries with a lower internet penetration rate and also a lower labour cost, will always have an experimental nature during its phasing in. The first survey 'round' will need to include a number of countries where both methods are applied, if only for measuring up the deviation between answers from different modal groups. As a variation on this variation (which we could call **variation 3-bis**), the GSOP could be launched as a face-to-face survey overall, with an additional web panel survey in a few countries (preferably with high, mediocre and low internet penetration rates).

Assets and advantages	Challenges
<ul style="list-style-type: none"> <li>▪ Combines the advantages of both foregoing variations, i.e. web-panel in countries where cost is an issue and face-to-face in countries where internet access is an issue</li> <li>▪ Relatively cost efficient</li> <li>▪ Web-approach could be added as an experimental chapter on top of the regular overall face-to-face survey</li> </ul>	<ul style="list-style-type: none"> <li>▪ Comparison between response groups where different modes are applied becomes problematic (i.e. needs special measuring and monitoring), due to selection bias and different stimulus-response patterns</li> <li>▪ Experimental phasing in (risk of results which are difficult to communicate)</li> </ul>

## 4.2. Alternative scenario: gathering data through other mechanisms

The two options presented under this alternative are either breaking in on existing global surveys or aggregating data from existing polls (which at first sight comes down to making use of secondary sources). Over all we balance as follows:

Assets and advantages	Challenges
<ul style="list-style-type: none"> <li>▪ (Relative) low cost</li> </ul>	<ul style="list-style-type: none"> <li>▪ GSOP is not the master of its own fate: reduced control over questionnaires, sampling, timing, modal choice and other strategic choices</li> </ul>

### 4.2.1. Alternative scenario 1: Breaking in on existing global surveys

‘Breaking in’ means: negotiate with the owners of an existing survey and buy some space for including a number of your own questions. This technique is quite customary with the so-called omnibus-surveys which are carried out at regular intervals by commercial polling firms (Gallup, TNS & others).

If this scenario would be considered, from a point of view of approaching the respondents in a uniform way, it is highly commendable to break into just one overall survey. At current, this leaves only the option of the World Values Survey, as the Global Barometers are practically organized at continental basis, and not in Europe or North America.

Assets and advantages	Challenges
<ul style="list-style-type: none"> <li>▪ Relatively cost efficient (few overhead costs and a nominal fee per country included)</li> <li>▪ Methodological quality guarded by a reputed academic agency</li> </ul>	<ul style="list-style-type: none"> <li>▪ Subject to negotiation</li> <li>▪ Limited number of questions</li> <li>▪ Limited scope of countries (through self-financing mechanism)</li> <li>▪ Reduced control over sampling, timing, modal choice and other strategic choices</li> </ul>

### 4.2.2. Alternative scenario 2: Aggregating existing polls

To some extent, aggregating and comparing existing polls means a continuation of a task already carried out by OECD-DAC and DevCom. As this variation applies basically to the DAC-countries, it may be combined with some additional polling in non-DAC countries. Another variation on this variation could be that contacts are made with the existing national polling agencies in order to gradually induce standardized question wording.

Assets and advantages	Challenges
<ul style="list-style-type: none"> <li>▪ Low cost</li> <li>▪ Option of inducing standardized question(s), making results comparable</li> </ul>	<ul style="list-style-type: none"> <li>▪ Reduced control over sampling, timing, modal choice and other strategic choices</li> <li>▪ Inducing standardized question subject to continuous negotiations</li> </ul>

### 4.3. Next steps

This document has been given the status of ‘roadmap’ and is subtitled accordingly. However, we have opted to list up the existing initiatives and draw the possibilities and challenges, rather than following a step-by-step approach, as we would not get much further than step one. It is after all the OECD, supposedly after advice given by the Development Centre and the DevCom network, who will determine what its strategy would be.

The next steps we propose are therefore of a suggestive nature and by consequence concisely formulated:

Phase	Activities	Coordination issues
(a) <b>Review of GSOP strategies</b>	Deciding on <b>kick-off strategy</b> of GSOP: <ul style="list-style-type: none"> <li>▪ Scope of regions and countries</li> <li>▪ Modal choice: has great impact on budget</li> <li>▪ Deciding on one year piloting phase (to review various modal options, organisational set-up, waves, communication strategies)</li> <li>▪ Assigning OECD-DAC staff to develop proposal</li> <li>▪ Developing budget estimates</li> </ul>	Dev Centre / Devcom network (with punctual inputs from outside experts)
(b) <b>Building internal and external support</b>	Building <b>internal support</b> within OECD and Devcom members for GSOP: <ul style="list-style-type: none"> <li>▪ Raising awareness of the idea, the added value, and opportunities</li> <li>▪ Clarifying the link and complementarity with existing national polls</li> </ul> Building <b>external support</b> towards potential funding agencies/governments: <ul style="list-style-type: none"> <li>▪ Linking up with the commissioners of national polling initiatives</li> <li>▪ Approaching selected international philanthropic initiatives</li> </ul>	Dev Centre / Devcom network (with support of communication dep)
(c) <b>Developing the organisational structure</b>	Developing the draft <b>organisational structure and procedures</b> : <ul style="list-style-type: none"> <li>▪ Defining composition of various structures, with attention for flexibility and sustainability</li> <li>▪ Developing draft terms of reference for GSOP Steering Committee, Guiding Committee</li> </ul>	Development Centre/ Devcom network
(d) <b>Activating the GSOP Guiding Committee</b>	Appointing the <b>GSOP Guiding Committee</b> <ul style="list-style-type: none"> <li>▪ Selecting internal and external experts</li> <li>▪ Agreement on terms of reference of Guiding Committee</li> </ul>	Dev Centre / Devcom network

<p>(e) <b>Designing the M&amp;E and communication strategies</b></p>	<p>Developing a <b>M&amp;E support strategy</b> for GSOP, considering:</p> <ul style="list-style-type: none"> <li>▪ Accountability demands towards steering committee, commissioning body, and national/regional stakeholders</li> <li>▪ Review mechanisms for scientific quality of GSOP</li> <li>▪ Learning needs of various stakeholders</li> </ul> <p>Developing a <b>communication strategy</b>, considering:</p> <ul style="list-style-type: none"> <li>▪ Accessibility of data-sets to the general public (online platform)</li> <li>▪ Need for a concerted media strategy with each polling wave</li> </ul>	<p>GSOP Guiding Committee / Dev Centre</p>
<p>(f) <b>Preparing tendering of Executing Consortium</b></p>	<p>Designing the general terms of reference for the <b>Executing Consortium</b>:</p> <ul style="list-style-type: none"> <li>▪ Outlining technical, organisational and budgetary specifications</li> <li>▪ Setting-up a selection committee for the applications</li> </ul>	<p>GSOP Guiding Committee / Dev Centre</p>



## 5. Annex 1 - Opinion Polls and Surveys on Development Aid: Inventory Grid

This inventory grid -which does not claim completeness - holds fact sheets on aid-related polls of the following countries/institutions:

### **DevCom member countries:**

1. Australia
2. Austria
3. Belgium
4. Canada
5. Czech Republic
6. Denmark
7. Estonia
8. Finland
9. France
10. Germany
11. Greece
12. Hungary
13. Ireland
14. Israel
15. Italy
16. Japan
17. Korea
18. Lithuania
19. Luxembourg
20. The Netherlands
21. New Zealand
22. Norway
23. Poland
24. Portugal
25. Slovenia
26. Spain
27. Sweden
28. Switzerland
29. United Kingdom (DFID / IDS)
30. United States

### **International institutions:**

1. World Bank Group
2. European Commission (Eurobarometer / European Social Survey)
3. Charities Aid Foundation
4. World Values Survey Network
5. Program on International Policy Attitudes
6. Global Barometer Surveys (Afro-, Arab, Asian and Latinobarometer)

## List 1 - Initiatives per DevCom Member Country

### 1. Australia

Country:	<b>Australia</b>
Survey title (latest)	Community Attitudes to Overseas Aid
Weblink (holding technical details & results)	<a href="http://www.usaid.gov/publications/pdf/newspoll_05.pdf">http://www.usaid.gov/publications/pdf/newspoll_05.pdf</a>
Year	2005
Frequency	1998, 2001, 2005
Mode	CATI
Sample	
- Size	1200
- Specification	Age (18+), education, gender, area
- Sampling method	Telephone listings
Theme	Overseas aid
- Specific dimension	Attitudes, opinions, behaviour, awareness
Owner / commissioner	AusAID
- Contact details	+61 2 6206 4000 infoausaid@ausaid.gov.au <a href="http://www.usaid.gov.au/">http://www.usaid.gov.au/</a>
Operator	Newspoll
Interest in participating in global poll	Interest in participating, interest in contributing on the content, not sure whether financial contribution is possible
Other useful information	-

### 2. Austria

Country:	<b>Austria</b>
Survey title (latest)	Lifestyle 2009: Entwicklungshilfe/-zusammenarbeit (Development aid/ - cooperation)
Weblink (holding technical details & results)	Unknown (Poll was sent in by ADA)
Year	2009
Frequency	Bi-annual
Mode	Mixed mode: web panel, telephone, postal
Sample	
- Size	4377
- Specification	Social layers, purchasing power-class, life stages, family life cycle, residential area
- Sampling method	Web panel: GfK-Online-Pools (commercial database)
Theme	Development aid
- Specific dimension	Interest, informedness, opinions
Owner / commissioner	Austrian Development Agency (ADA)
- Contact details	+43 (0)1 90399 – 0 office@ada.gv.at <a href="http://www.entwicklung.at">http://www.entwicklung.at</a>
Operator	GfK Austria GmbH
Interest in participating in global poll	Interest in participating, interest in sharing data
Other useful information	Survey consists of 10 questions

### 3. Belgium

Country:	<b>Belgium</b>
Survey title (latest)	Algemene Barometer Draagvlak Ontwikkelingssamenwerking (General Barometer Support for Development Cooperation)
Weblink (holding technical details & results)	<a href="http://www.vliruos.be/downloads/Rapport_Barometer_Draagvlak_30_04_2010(2).pdf">http://www.vliruos.be/downloads/Rapport_Barometer_Draagvlak_30_04_2010(2).pdf</a>
Year	2010
Frequency	Once (with possibility of repetition in the future)
Mode	Mixed mode: web panel, CATI
Sample	
- Size	1554 (1050 web panel, 504 CATI)
- Specification	Education, age (18-74), gender, region
- Sampling method	Commercial database
Theme	Development aid
- Specific dimension	Knowledge, attitudes, behaviour, opinions
Owner / commissioner	Vlaamse Interuniversitaire Raad, Directoraat-Generaal voor Ontwikkelingssamenwerking (Flemish Interuniversity Council, Directorate-General for Development Cooperation)
- Contact details	Ignace Pollet +32 16 323099 ignace.pollet@hiva.kuleuven.be <a href="http://www.hiva.be">http://www.hiva.be</a>
Operator	IVOX (web panel), TNS Dimarso (CATI)
Interest in participating in global poll	Interest in participating, interest in contributing on the content
Other useful information	Survey consists of 18 questions

### 4. Canada

Country:	<b>Canada</b>
Survey title (latest)	Canadian Attitudes Toward Development Assistance
Weblink (holding technical details & results)	<a href="http://www.oecd.org/dataoecd/46/9/39436670.pdf">http://www.oecd.org/dataoecd/46/9/39436670.pdf</a>
Year	2004
Frequency	'Regularly'
Mode	CATI
Sample	
- Size	2002
- Specification	Region, community size
- Sampling method	Database of active phone ranges: Random digit dialing
Theme	(Canadian) development assistance, MDGs, informedness
- Specific dimension	Knowledge, attitudes, opinions, behaviour
Owner / commissioner	Canadian International Development Agency (CIDA)
- Contact details	(819) 997-5006 info@acdi-cida.gc.ca <a href="http://www.acdi-cida.gc.ca/home">http://www.acdi-cida.gc.ca/home</a>
Operator	EnviroNics Research Group
Interest in participating in global poll	Interest in participating, interest in financial contribution
Other useful information	Survey consists of 26 questions

### 5. Czech Republic

Country:	<b>Czech Republic</b>
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Survey title (latest)	Ministerstvo zahraničních věcí Výzkum veřejného mínění 11/2006 (Ministry of Foreign Affairs Opinion poll 11/2006)
Weblink (holding technical details & results)	<a href="http://webcache.googleusercontent.com/search?q=cache:GbSZg5ABa5MJ:www.mzv.cz/jnp/cz/zahranicni_vztahy/rozvojova_spoluprace/obecne_informace_o_zrs_cr/publikace_o_zrs_cr/vyzkum_veřejneho_mineni_na_tema%242548.html%3Faction%3DsetMonth%26year%3D2008%26month%3D6+SC%26C+2006:+ve%C5%99ejn%C3%A9ho+m%C3%ADn%C4%9Bn%C3%AD+rozvojov%C3%A9+spolupr%C3%A1ce&amp;cd=1&amp;hl=nl&amp;ct=clnk&amp;gl=cz">http://webcache.googleusercontent.com/search?q=cache:GbSZg5ABa5MJ:www.mzv.cz/jnp/cz/zahranicni_vztahy/rozvojova_spoluprace/obecne_informace_o_zrs_cr/publikace_o_zrs_cr/vyzkum_veřejneho_mineni_na_tema%242548.html%3Faction%3DsetMonth%26year%3D2008%26month%3D6+SC%26C+2006:+ve%C5%99ejn%C3%A9ho+m%C3%ADn%C4%9Bn%C3%AD+rozvojov%C3%A9+spolupr%C3%A1ce&amp;cd=1&amp;hl=nl&amp;ct=clnk&amp;gl=cz</a>
Year	2006
Frequency	Unknown
Mode	Standardized personal interviews
Sample	
- Size	1220
- Specification	Weighting based on data from the Czech Republic national statistics bureau. Exact weighting variables unknown
- Sampling method	Random walk
Theme	Development aid
- Specific dimension	Opinions, willingness to help, behaviour, knowledge
Owner / commissioner	Ministry of Foreign Affairs
- Contact details	+420 224 181 111 podatelna@mzv.cz <a href="http://www.mzv.cz">http://www.mzv.cz</a>
Operator	SC&C – Survey, Consulting & Care
Interest in participating in global poll	Interest in participating if it does not overlap with the Eurobarometer, interest in contributing to the content
Other useful information	Survey consists of 16 questions

## 6. Denmark

Country:	<b>Denmark</b>
Survey title (latest)	DANIDA Kendskabsmåling 2007 (DANIDA knowledge measurement 2007)
Weblink (holding technical details & results)	<a href="http://rudar.ruc.dk/bitstream/1800/4258/1/Det%20fuldst%C3%A6ndigt%20endelige%20projekt%20-%20det%20HELT%20f%C3%A6rdige.pdf">http://rudar.ruc.dk/bitstream/1800/4258/1/Det%20fuldst%C3%A6ndigt%20endelige%20projekt%20-%20det%20HELT%20f%C3%A6rdige.pdf</a>
Year	2008
Frequency	Annual (between 2004 and 2008)
Mode	Web-based interviews
Sample	
- Size	1041
- Specification	Unknown
- Sampling method	Commercial database: IlupForum
Theme	(Danish) development aid, (Danida)
- Specific dimension	Attitudes, knowledge, interest
Owner / commissioner	Danish International Development <a href="#">Assistance</a> (DANIDA), Ministry of Foreign Affairs
- Contact details	<b>Danish International Development Assistance:</b> <a href="http://www.danidadevforum.um.dk">http://www.danidadevforum.um.dk</a>  <b>Ministry of Foreign Affairs:</b> <a href="http://www.um.dk">www.um.dk</a>
Operator	TNS Gallup

Interest in participating in global poll	Interest not known
Other useful information	- Survey consists of 16 questions - A more recent survey is the 2010 survey by Epinion. However, specifications of this survey are not found

## 7. Estonia

Country:	<b>Estonia</b>
Survey title (latest)	Public opinion regarding development cooperation
Weblink (holding technical details & results)	<a href="http://web-static.vm.ee/static/failid/489/public_opinion_poll_2008.ppt">http://web-static.vm.ee/static/failid/489/public_opinion_poll_2008.ppt</a>
Year	2008
Frequency	2005, 2008
Mode	Population: CATI Opinion leaders: ad hoc telephone poll
Sample	
- Size	Population: 1001 Opinion leaders: 150
- Specification	Weighting variables unknown
- Sampling method	Landline telephone: significant digits of telephone numbers Mobile phone: TNS Emor database
Theme	Development cooperation, (Fair Trade)
- Specific dimension	Awareness, attitudes, behaviour, knowledge
Owner / commissioner	Ministry of Foreign Affairs
- Contact details	6 377 200 arenguabi@mfa.ee <a href="http://www.vm.ee">http://www.vm.ee</a>
Operator	TNS
Interest in participating in global poll	Interest in participating
Other useful information	This survey is conducted among the Estonian population and among opinion leaders

## 8. Finland

Country:	<b>Finland</b>
Survey title (latest)	Suomalaisten mielipiteet kehitysyhteistyöstä (Finnish opinions on development cooperation)
Weblink (holding technical details & results)	<a href="http://formin.finland.fi/public/download.aspx?ID=60412&amp;GUID={BB88783D-CE20-4226-A064-2B520C95D59E}">http://formin.finland.fi/public/download.aspx?ID=60412&amp;GUID={BB88783D-CE20-4226-A064-2B520C95D59E}</a>
Year	2010
Frequency	Annual
Mode	Personal interviews
Sample	
- Size	989
- Specification	Age (15-79), gender, province, community
- Sampling method	Unknown
Theme	(Finnish) development cooperation
- Specific dimension	Opinions, knowledge (informedness)
Owner / commissioner	Ministry of Foreign Affairs
- Contact details	+358-9-160 05 or 578 15 kirjaamo.um@formin.fi <a href="http://formin.finland.fi">http://formin.finland.fi</a>
Operator	Taloustutkimus Oy

Interest in participating in global poll	Interest not known
Other useful information	-

## 9. France

Country:	<b>France</b>
Survey title (latest)	Les Français et l'aide au développement (The French and development aid)
Weblink (holding technical details & results)	<a href="http://www.diplomatie.gouv.fr/fr/IMG/pdf/710488_-_AFD_-conference_de_presse.pdf">http://www.diplomatie.gouv.fr/fr/IMG/pdf/710488_-_AFD_-conference_de_presse.pdf</a>
Year	2009
Frequency	Annual
Mode	CAPI
Sample	
- Size	1006
- Specification	Unknown
- Sampling method	Unknown
Theme	(French policy on) development aid
- Specific dimension	Opinions, interest
Owner / commissioner	Ministry of Foreign Affairs, Agence Française de Développement (French Development Agency)
- Contact details	<b>Ministry of Foreign Affairs:</b> +33 1 43 17 53 53 <a href="http://www.diplomatie.gouv.fr">http://www.diplomatie.gouv.fr</a>  <b>Agence Française de Développement:</b> +33 1 53 44 31 31 site@afd.fr <a href="http://www.afd.fr">http://www.afd.fr</a>
Operator	IFOP
Interest in participating in global poll	Interest not known
Other useful information	-

## 10. Germany

Country:	<b>Germany</b>
Survey title (latest)	Deine Stimme gegen armut (Your vote against poverty)
Weblink (holding technical details & results)	<a href="http://www.deine-stimme-gegen-armut.de/fileadmin/BILDER/doc/DSGA_Meinungsumfrage-Juni2010-Ergebnistabellen.pdf">http://www.deine-stimme-gegen-armut.de/fileadmin/BILDER/doc/DSGA_Meinungsumfrage-Juni2010-Ergebnistabellen.pdf</a>
Year	2010
Frequency	
Mode	CATI
Sample	
- Size	1002 (807 West Germany, 195 East Germany)
- Specification	Province, Community size, gender, age (14+), profession, education, household size
- Sampling method	Random last two digits
Theme	(The importance of Germany participating in) development aid
- Specific dimension	Opinions
Owner / commissioner	VENRO e. V.
- Contact details	++49(0)2 28-94 67 7-0 <a href="http://www.venro.org">http://www.venro.org</a>

Operator	TNS infratest, Emnitel
Interest in participating in global poll	Interest in participating, interest in contributing to the content
Other useful information	Survey consists of 5 questions.

### 11. Greece

Country:	<b>Greece</b>
Survey title (latest)	Unknown (Multiple surveys are held on public opinion towards the EU/IMF aid deal regarding the Greek debt of €300 billion)
Interest in participating in global poll	Interest not known
Other useful information	-

### 12. Hungary

Country:	<b>Hungary</b>
Survey title (latest)	Unknown
Interest in participating in global poll	Interest not known
Other useful information	-

### 13. Ireland

Country:	<b>Ireland</b>
Survey title (latest)	Attitudes towards Development Cooperation in Ireland
Weblink (holding technical details & results)	<a href="http://www.irishaid.gov.ie/Uploads/Attitudes.pdf">http://www.irishaid.gov.ie/Uploads/Attitudes.pdf</a>
Year	2002
Frequency	Once only
Mode	Face-to-face interviews
Sample	
- Size	1000
- Specification	Age (15+), sex, social class, region
- Sampling method	Unknown
Theme	Development aid
- Specific dimension	Attitudes, opinions, behaviour, (interest in, source of, desirability of) knowledge
Owner / commissioner	Ireland Aid
- Contact details	353 1 408 2000 irishaid@dfa.ie <a href="http://www.irishaid.gov.ie">http://www.irishaid.gov.ie</a>
Operator	MRBI
Interest in participating in global poll	Interest not known
Other useful information	- Survey consists of 30 questions - A more recent survey is the 2008 survey 'Public opinion and development issues: a survey of Irish university student opinions', which was conducted among students only. See: <a href="http://doras.dcu.ie/15216/">http://doras.dcu.ie/15216/</a>

### 14. Israel

Country:	<b>Israel</b>
Survey title (latest)	Public Opinion Survey on Israel's International Development Assistance
Weblink (holding technical details & results)	<a href="http://spirit.tau.ac.il/government/English_Survey.pdf">http://spirit.tau.ac.il/government/English_Survey.pdf</a>
Year	2008
Frequency	Once only
Mode	Telephone
Sample	
- Size	535
- Specification	The findings reflect the distribution by degree of religious observance (secular versus observant) and sector (Jewish versus Arab)
- Sampling method	Unknown
Theme	(Familiarity with Israeli) development assistance
- Specific dimension	Opinions, attitudes, awareness
Owner / commissioner	Harold Hartog School of Government and Policy (Tel Aviv University)
- Contact details	972-3-6406817 <a href="mailto:govt@post.tau.ac.il">govt@post.tau.ac.il</a> <a href="http://spirit.tau.ac.il">http://spirit.tau.ac.il</a>
Operator	Maagar-Mohot Interdisciplinary Research and Consulting Institute Inc.
Interest in participating in global poll	Interest not known
Other useful information	Survey consists of 29 questions

## 15. Italy

Country:	<b>Italy</b>
Survey title (latest)	Gli italiani e la lotta alla povertà (The Italians and the fight against poverty)
Weblink (holding technical details & results)	<a href="http://www.alberodellavita.org/news/45/gli_italiani_e_la_lotta_alla_povert_agrave_nel_mondo.html#">http://www.alberodellavita.org/news/45/gli_italiani_e_la_lotta_alla_povert_agrave_nel_mondo.html#</a>
Year	2006
Frequency	Once only
Mode	CATI
Sample	
- Size	1000
- Specification	Age (18+), Nielsen-region, gender
- Sampling method	Unknown
Theme	Poverty
- Specific dimension	Knowledge, attitudes, opinions
Owner / commissioner	Coordinamento Italiano Network Internazionali (CINI) (Italian Coordination Network International)
- Contact details	Maria Egizia Petroccione Tel: +39 06 45200 510 E-mail: <a href="mailto:egizia.petroccione@cininet.org">egizia.petroccione@cininet.org</a> <a href="http://www.cininet.org">http://www.cininet.org</a>
Operator	Millward Brown
Interest in participating in global poll	Interest in participating
Other useful information	Survey consists of 7 questions



## 16. Japan

Country:	<b>Japan</b>
Survey title (latest)	外交に関する世論調査 (Public Opinion Survey on the Diplomacy)
Weblink (holding technical details & results)	<a href="http://www.cao.go.jp/index-e.html">http://www.cao.go.jp/index-e.html</a>
Year	2010
Frequency	Annual
Mode	Face-to-face
Sample	
- Size	1953
- Specification	Gender, age (20+)
- Sampling method	Population database
Theme	Citizen sentiments towards foreign countries, Japan's (economic) relations and cultural exchanges with foreign countries, economic cooperation for developing countries, Japan's contribution to the international community
- Specific dimension	Sentiments, opinions
Owner / commissioner	Cabinet Office, Government of Japan
- Contact details	Tamati Hisashi 03 (3581) 0070 <a href="http://www.cao.go.jp">http://www.cao.go.jp</a>
Operator	Nippon Research Center
Interest in participating in global poll	Interest not known
Other useful information	Survey covers six topics

## 17. Korea

Country:	<b>Korea</b>
Survey title (latest)	Unknown
Weblink (holding technical details & results)	Unknown
Year	2008
Frequency	Unknown
Mode	Unknown
Sample	Unknown
Theme	Overseas aid
- Specific dimension	Opinions, attitudes
Owner / commissioner	Ministry of Foreign Affairs and Trade
- Contact details	+82 2 2100 0173 <a href="http://www.odakorea.go.kr">http://www.odakorea.go.kr</a>
Operator	Unknown
Interest in participating in global poll	Interest not known
Other useful information	-

## 18. Lithuania

Country:	<b>Lithuania</b>
Survey title (latest)	Unknown (Survey is part of the project "We are ready", financed by the European Commission)
Weblink (holding technical details & results)	<a href="http://www.nisc.lt/lt/news.php?start1=70&amp;news_id=268">http://www.nisc.lt/lt/news.php?start1=70&amp;news_id=268</a>

Year	2008
Frequency	2004, 2005, 2008
Mode	Focus group interviews
Sample	
- Size	Unknown
- Specification	A distinction is made between NGOs and the population. Exact weighting variables unknown
- Sampling method	Unknown
Theme	(Desirability of) Lithuanian help
- Specific dimension	Opinions, attitudes, knowledge
Owner / commissioner	Nevyriausybių organizacijų informacijos ir paramos centro (NIPC) (NGO Information and Support Centre (NISC))
- Contact details	(370 5) 261 87 82 info@nisc.lt http://www.nisc.lt
Operator	Unknown
Interest in participating in global poll	Interest in participating, interest in contributing to the content
Other useful information	-

### 19. Luxembourg

Country:	<b>Luxembourg</b>
Survey title (latest)	La disposition au don de la population au Luxembourg en 2009 (The availability of the gift of the population in Luxembourg in 2009)
Weblink (holding technical details & results)	<a href="http://www.wort.lu/wort/assets/pdf/tns_ilres_ong2010.pdf">http://www.wort.lu/wort/assets/pdf/tns_ilres_ong2010.pdf</a>
Year	2009
Frequency	Once only
Mode	Mixed mode: web panel, telephone
Sample	
- Size	1541
- Specification	Weighting variables unknown
- Sampling method	Unknown
Theme	Charity
- Specific dimension	Behaviour, opinions
Owner / commissioner	Cercle de Coopération Luxembourg (Circle of cooperation Luxembourg)
- Contact details	26 02 09 11 <a href="mailto:info@cercle.lu">info@cercle.lu</a> <a href="http://www.ongd.lu">http://www.ongd.lu</a>
Operator	TNS ILReS
Interest in participating in global poll	Interest not known
Other useful information	Development cooperation is not the only charity focused on

### 20. The Netherlands

Country:	<b>The Netherlands</b>
Survey title (latest)	Barometer Internationale Samenwerking (Barometer International Cooperation)
Weblink (holding technical details & results)	<a href="http://www.ncdo.nl/docs/uploads/NCDO_BIS_2010_Onderzoeksrapport.pdf">http://www.ncdo.nl/docs/uploads/NCDO_BIS_2010_Onderzoeksrapport.pdf</a>
Year	2010

Frequency	Annual
Mode	Web panel
Sample	
- Size	1500
- Specification	Gender, age (15-70), education, Nielsen-region, mentality, vote intention for elections
- Sampling method	Commercial database: StemPunt.nu-panel
Theme	International cooperation, aid, poverty reduction, problems in developing countries, MDGs
- Specific dimension	Attitudes, opinions, knowledge, behaviour
Owner / commissioner	Nationale Commissie voor internationale samenwerking en Duurzame Ontwikkeling (NCDO) (National Committee on international cooperation and Sustainable Development)
- Contact details	Sandra ter Woerds 020 5682049 s.ter.woerds@ncdo.nl <a href="http://www.ncdo.nl/">http://www.ncdo.nl/</a>
Operator	Motivaction
Interest in participating in global poll	Interest in participating, interest in financial contribution
Other useful information	Survey consists of 27 questions

## 21. New Zealand

Country:	<b>New Zealand</b>
Survey title (latest)	Overseas Aid: A qualitative and quantitative survey
Weblink (holding technical details & results)	<a href="http://www.oecd.org/dataoecd/1/0/39418118.pdf">http://www.oecd.org/dataoecd/1/0/39418118.pdf</a>
Year	2007
Frequency	1999, 2004, 2007
Mode	CATI, focus groups
Sample	
- Size	750
- Specification	Region
- Sampling method	Random digit dialling
Theme	Overseas aid
- Specific dimension	Knowledge, attitudes, opinions, awareness, behaviour
Owner / commissioner	New Zealand Aid, Council for International Development (CID)
- Contact details	<b>New Zealand Aid:</b> +64 4 439 8200 enquiries@nzaid.govt.nz <a href="http://www.aid.govt.nz">http://www.aid.govt.nz</a>  <b>CID:</b> +64 4 496 9615 <a href="http://www.cid.org.nz">http://www.cid.org.nz</a>
Operator	UMR Research Limited
Interest in participating in global poll	Interest not known
Other useful information	This survey combines qualitative and quantitative methods

## 22. Norway

Country:	<b>Norway</b>
Survey title (latest)	Holdninger til norsk bistand (Attitudes of Norwegian Support)

Weblink (holding technical details & results)	<a href="http://www.ssb.no/emner/00/01/30/rapp_200713/rapp_200713.pdf">http://www.ssb.no/emner/00/01/30/rapp_200713/rapp_200713.pdf</a>
Year	2007
Frequency	Every three years
Mode	CATI
Sample	
- Size	1213
- Specification	Province, structure of the economic branch, population density, centrality, trading pattern, traffic between work and living, media coverage and communication
- Sampling method	Unknown
Theme	(Norwegian) aid, aid effectiveness, media
- Specific dimension	Knowledge, attitudes, opinions
Owner / commissioner	Ministry of Foreign Affairs
- Contact details	+47 22 24 36 00 <a href="http://www.regjeringen.no/en/dep/ud.html?id=833">http://www.regjeringen.no/en/dep/ud.html?id=833</a>
Operator	Statistisk Sentralbyrå (Statistics Norway)
Interest in participating in global poll	<b>Ministry of Foreign Affairs:</b> Interest in participating, interest in contributing to the content, possible interest in financial contribution  <b>Norad:</b> Possible interest in participating and financial contribution (after more information has been provided)
Other useful information	Survey consists of 12 questions

### 23. Poland

Country:	<b>Poland</b>
Survey title (latest)	Poles on Development Assistance
Weblink (holding technical details & results)	<a href="http://www.polskapomoc.gov.pl/files/Edukacja%20rozwojowa/Badanie%20opinii%20publicznej/Poles_on_assistance_2009.pdf">http://www.polskapomoc.gov.pl/files/Edukacja%20rozwojowa/Badanie%20opinii%20publicznej/Poles_on_assistance_2009.pdf</a>
Year	2009
Frequency	Annual
Mode	Unknown
Sample	
- Size	1004
- Specification	Weighting variables unknown
- Sampling method	Unknown
Theme	(Governance of Poland's) aid
- Specific dimension	Knowledge, opinions
Owner / commissioner	Ministry of Foreign Affairs
- Contact details	+4822 523 9000 DABW.Sekretariat@msz.gov.pl <a href="http://www.msz.gov.pl/">http://www.msz.gov.pl/</a>
Operator	TNS OBOP
Interest in participating in global poll	Interest in participating, interest in contributing to the content, interest in financial contribution
Other useful information	Survey consists of 16 questions

### 24. Portugal

Country:	<b>Portugal</b>
Survey title (latest)	Unknown
Weblink (holding technical details & results)	Unknown

details & results)	
Year	2005
Frequency	Once only
Mode	Unknown
Sample	Unknown
Theme	(Portuguese) development cooperation
- Specific dimension	Knowledge, opinions
Owner / commissioner	Plataforma Portuguesa das ONGD and Universidade de Aveiro (Portuguese NGO Platform and the University of Aveiro)
- Contact details	<a href="http://www.plataformaongd.pt">http://www.plataformaongd.pt</a>
Operator	Unknown
Interest in participating in global poll	Interest in participating
Other useful information	-

## 25. Slovenia

Country:	<b>Slovenia</b>
Survey title (latest)	Unknown (A political barometer is conducted every six months, but this does not contain any questions related to development cooperation. See: <a href="http://www.cjm.si/PB_rezultati">http://www.cjm.si/PB_rezultati</a> )
Interest in participating in global poll	Interest in participating, interest in contributing to the content
Other useful information	-

## 26. Spain

Country:	<b>Spain</b>
Survey title (latest)	Barómetro Fundación Carolina (Barometer Carolina Foundation)
Weblink (holding technical details & results)	<a href="http://www.fundacioncarolina.es/es-ES/areacomunicacion/opiniondebate/barometro/Documents/Bar%C3%B3metro%202009%20Fundaci%C3%B3n%20Carolina%20_(3_)%20%5BModo%20de%20compatibilidad%5D.pdf">http://www.fundacioncarolina.es/es-ES/areacomunicacion/opiniondebate/barometro/Documents/Bar%C3%B3metro%202009%20Fundaci%C3%B3n%20Carolina%20_(3_)%20%5BModo%20de%20compatibilidad%5D.pdf</a>
Year	2009
Frequency	Annual
Mode	Personal in-home interviews
Sample	
- Size	2500
- Specification	Gender, age (18+)
- Sampling method	Random walk
Theme	(Spanish) development cooperation, Latin America, immigration
- Specific dimension	Opinions, interest
Owner / commissioner	Fundación Carolina
- Contact details	<a href="mailto:informacion@fundacioncarolina.es">informacion@fundacioncarolina.es</a> <a href="http://www.fundacioncarolina.es">http://www.fundacioncarolina.es</a>
Operator	Centro de Investigaciones Sociológicas (CIS) (Centre for Sociological Research)
Interest in participating in global poll	Interest not known
Other useful information	-

## 27. Sweden

Country:	<b>Sweden</b>
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Survey title (latest)	Svenskarnas Inställning till Biståndsfrågor (Swedish Attitudes toward Development Issues)
Weblink (holding technical details & results)	<a href="http://www.sida.se/Global/Development%20and%20cooperation/Den%20svenska%20opinionen/SCB%202010%20x.pdf">http://www.sida.se/Global/Development%20and%20cooperation/Den%20svenska%20opinionen/SCB%202010%20x.pdf</a>
Year	2010
Frequency	Annual
Mode	Unknown
Sample	Unknown
Theme	(Sweden and support to) developing countries
- Specific dimension	Attitudes, behaviour, interest, opinions
Owner / commissioner	SIDA
- Contact details	08-698 50 00 sida@sida.se <a href="http://www.sida.se">http://www.sida.se</a>
Operator	SCB (Statistics Sweden)
Interest in participating in global poll	<b>SIDA:</b> Interest in participating, interest in contributing to the content  <b>Ministry of Foreign Affairs:</b> Interest in participating, interest in contributing to the content
Other useful information	It is possible that (a report with) methodological info is published later since this survey is only six days old

## 28. Switzerland

Country:	<b>Switzerland</b>
Survey title (latest)	Neubewertung der Entwicklungszusammenarbeit mit bleibender Akzeptanz der organisierten Akteure (Revaluation of development cooperation with permanent acceptance of organized actors)
Weblink (holding technical details & results)	<a href="http://www.news.admin.ch/message/index.html?lang=de&amp;msg-id=31946">http://www.news.admin.ch/message/index.html?lang=de&amp;msg-id=31946</a>
Year	2009
Frequency	2004, 2009
Mode	Personal face-to-face interviews
Sample	
- Size	1205 (Of which 700 German speaking, 300 French speaking and 205 Italian speaking)
- Specification	Gender, age, (The selection of respondents is representative for the language regions. Consequently, no weighting is necessary for this variable)
- Sampling method	Database of Swiss people entitled to vote
Theme	Development cooperation
- Specific dimension	Opinions, knowledge (informedness)
Owner / commissioner	Swiss Alliance of Development Organizations (Alliance Sud), Direktion für Entwicklung und Zusammenarbeit (DEZA), (Swiss Agency for Development Cooperation (SDC))
- Contact details	<b>Swiss Alliance of Development Organizations:</b> +41 31 390 93 30 mail@alliancesud.ch <a href="http://www.alliancesud.ch">http://www.alliancesud.ch</a>  <b>Direktion für Entwicklung und Zusammenarbeit:</b> +41 31 322 34 75 info@deza.admin.ch <a href="http://www.deza.admin.ch">http://www.deza.admin.ch</a>
Operator	GFS Bern
Interest in participating in	Interest not known

global poll	
Other useful information	-

### 29a. United Kingdom

Country:	<b>United Kingdom</b>
Survey title (latest)	Public Attitudes Towards Development
Weblink (holding technical details & results)	<a href="http://www.dfid.gov.uk/Documents/publications1/public-attitudes-april10.pdf">http://www.dfid.gov.uk/Documents/publications1/public-attitudes-april10.pdf</a>
Year	2010
Frequency	Twice yearly between September 2008 and February 2010
Mode	CAPI
Sample	
- Size	1104
- Specification	Sex, age (16+), social grade, working status, household size, government region
- Sampling method	Random Location Sampling
Theme	Aid (effectiveness), poverty, UKaid
- Specific dimension	Attitudes, opinions, behaviour, knowledge by acquaintance (of UKaid), empathy
Owner / commissioner	Department for International Development (DFID)
- Contact details	Ian Theo 020 7261 8330 <a href="mailto:ian.theo@coi.gsi.gov.uk">ian.theo@coi.gsi.gov.uk</a>
Operator	TNS UK
Interest in participating in global poll	Interest not known
Other useful information	Survey consists of 23 questions

### 29b. United Kingdom

Country:	<b>United Kingdom</b>
Survey title (latest)	Aid to Developing Countries: Where does the UK public stand?
Weblink (holding technical details & results)	<a href="http://www.ids.ac.uk/go/idspublication/aid-to-developing-countries-where-does-the-uk-public-stand">http://www.ids.ac.uk/go/idspublication/aid-to-developing-countries-where-does-the-uk-public-stand</a>
Year	2010
Frequency	April 2010, June 2010, September 2010
Mode	Unknown
Sample	
- Size	1218 and 1326
- Specification	Gender, age, level of education
- Sampling method	UK Public Opinion Monitor Panel
Theme	Development aid
- Specific dimension	Attitudes
Owner / commissioner	Institute of Development Studies
- Contact details	Spencer Henson <a href="mailto:s.henson@ids.ac.uk">s.henson@ids.ac.uk</a> <a href="http://www.ids.ac.uk">http://www.ids.ac.uk</a>  Johanna Lindstrom <a href="mailto:l.lindstrom@ids.ac.uk">l.lindstrom@ids.ac.uk</a> <a href="http://www.ids.ac.uk">http://www.ids.ac.uk</a>
Operator	UK Public Opinion Monitor (UKPOM)
Interest in participating in global poll	Interest not known
Other useful information	- This is a long-term panel - Not only aid issues are addressed in this survey

### 30. United States

Country:	<b>United States</b>
Survey title (latest)	American Public Opinion on Foreign Aid
Weblink (holding technical details & results)	<a href="http://www.worldpublicopinion.org/pipa/pdf/nov10/ForeignAid_Nov10_quaire.pdf">http://www.worldpublicopinion.org/pipa/pdf/nov10/ForeignAid_Nov10_quaire.pdf</a>
Year	2010
Frequency	With a +/- 5 year interval
Mode	Web panel (invitation by telephone or by mail)
Sample	
- Size	848
- Specification	Gender, age, education, race/ethnicity, region, political preference
- Sampling method	Commercial database: Web-enabled knowledge panel
Theme	Foreign aid
- Specific dimension	Knowledge, opinions
Owner / commissioner	Program on International Policy Attitudes (PIPA)
- Contact details	(202)232-7500, info@pipa.org <a href="http://www.pipa.org/">http://www.pipa.org/</a>
Operator	Knowledge Networks
Interest in participating in global poll	Interest in participating, interest in contributing to the content, interest in financial contribution
Other useful information	Survey consists of 45 questions



## List 2 - Relevant meta-national initiatives per Institution

### 1. World Bank Group

Institution	<b>World Bank Group</b>
Survey title (latest)	World Development Report 2010: Public attitudes toward climate change: findings from a multi-country poll
Weblink (holding technical details & results)	<a href="http://siteresources.worldbank.org/INTWDR2010/Resources/CC_Poll_Report_July_01_2010.pdf">http://siteresources.worldbank.org/INTWDR2010/Resources/CC_Poll_Report_July_01_2010.pdf</a>
Year	2010
Frequency	Annual
Mode	Face-to-face, telephone interviewing, web panel
Sample	
- Countries	16
- Size	15.518 (sum)
- Specification	No weighting factors known. Demographic dimensions included are: Education, gender, urban/rural, income, age
- Sampling method	A variety of databases
Theme	Climate change (Global warming)
- Specific dimension	Opinions, attitudes
Owner / commissioner	World Bank
- Contact details	(202) 473-1000 <a href="http://www.worldbank.org">www.worldbank.org</a>
Operator	Program on International Policy Attitudes (PIPA)
Other useful information	- Report covers a different topic each year - Survey consists of 16 questions

### 2a. European Commission

Institution	<b>European Commission</b>
Survey title (latest)	Special Eurobarometer 352: Europeans, development aid and the Millennium Development Goals
Weblink (holding technical details & results)	<a href="http://ec.europa.eu/public_opinion/archives/ebs/ebs_352_en.pdf">http://ec.europa.eu/public_opinion/archives/ebs/ebs_352_en.pdf</a>
Year	2010
Frequency	Twice yearly
Mode	CAPI
Sample	
- Countries	The 27 EU-member states
- Size	26.691 (sum)
- Specification	gender, age (15+), region, size of locality
- Sampling method	Eurostat or national statistic offices
Theme	Aid (EU Policy)
- Specific dimension	Opinions, behaviour
Owner / commissioner	European Commission's Directorate-General for Development and Relations with African, Caribbean and Pacific States
- Contact details	+32 (0)2 299 21 43 <a href="http://ec.europa.eu/development">http://ec.europa.eu/development</a>
Operator	TNS Opinion and Social
Other useful information	Survey consists of 7 questions

### 2b. European Commission

Institution	<b>European Commission</b>
Survey title (latest)	European Social Survey
Weblink (holding technical details & results)	<a href="http://www.europeansocialsurvey.org">http://www.europeansocialsurvey.org</a>
Year	2008 (latest – round 4) 2011 (coming up: round 5)
Frequency	With a 2-3 year interval
Mode	Face-to-face
Sample	
- Countries	30 European Countries (EU + Russia, Turkey, Ukraine)
- Size	1500 per country
- Specification	Unknown
- Sampling method	(If possible) population register
Theme	Identity perception, trust in institutions, values, human & social capital, standard of living etc.
- Specific dimension	Attitudes, values
Owner / commissioner	European Union
- Contact details	<a href="http://europa.eu">http://europa.eu</a>
Operator	Coordinating team lead by Centre for Comparative Social Surveys, City University London, UK
Other useful information	Note: this survey is not about development aid. However, it is included here for the many references made to it in this document

### 3. Charities Aid Foundation

Institution	<b>Charities Aid Foundation</b>
Survey title (latest)	World Giving Index
Weblink (holding technical details & results)	<a href="http://www.cafonline.org/pdf/0882A_WorldGivingReport_Interactive_070910.pdf">http://www.cafonline.org/pdf/0882A_WorldGivingReport_Interactive_070910.pdf</a>
Year	2010
Frequency	Annual
Mode	By telephone or face-to-face depending on the country's telephone coverage.
Sample	
- Countries	153
- Size	+/- 1000 per country
- Specification	Region, age (15+), gender
- Sampling method	Unknown
Theme	Charity
- Specific dimension	Behaviour
Owner / commissioner	Charities Aid Foundation
- Contact details	+44 (0)3000 123 000 enquiries@cafonline.org <a href="http://www.cafonline.org">www.cafonline.org</a>
Operator	Unknown
Other useful information	Index is primarily based on the data from Gallup's WorldView World Poll

### 4. World Values Survey Network

Institution	<b>World Values Survey Network</b>
Survey title (latest)	World Values Survey
Weblink (holding technical details & results)	<a href="http://www.worldvaluessurvey.org/wvs/articles/folder_published/survey_2005/files/WVSQuest_RootVers.pdf">http://www.worldvaluessurvey.org/wvs/articles/folder_published/survey_2005/files/WVSQuest_RootVers.pdf</a>

Year	2005
Frequency	Every five years
Mode	Personal interview, face-to-face,
Sample	
- Countries	99
- Size	82.992 (sum)
- Specification	None, gender, nationality, city size, education, ethnicity, region etc. Weighting procedure differs per country
- Sampling method	Varies per country
Theme	Global problems, foreign aid
- Specific dimension	Attitudes
Owner / commissioner	World Values Survey Network
- Contact details	www.worldvaluessurvey.org
Operator	A variety of institutes
Other useful information	- Survey covers a wide variety of topics - Survey consists of 253 questions. Questions 170 to 178 relate to the topic of development cooperation

### 5. Program on International Policy Attitudes (PIPA)

Institution	<b>Program on International Policy Attitudes (PIPA)</b>
Survey title (latest)	World Opinion on Addressing Hunger and Poverty
Weblink (holding technical details & results)	<a href="http://www.worldpublicopinion.org/pipa/pdf/oct08/WPO_MDGs_Oct08_quaire.pdf">http://www.worldpublicopinion.org/pipa/pdf/oct08/WPO_MDGs_Oct08_quaire.pdf</a>
Year	2008
Frequency	Once only
Mode	Face-to-face, telephone, web panel
Sample	
- Countries	20
- Size	16.370 (sum)
- Specification	Unknown
- Sampling method	Unknown
Theme	World hunger and poverty
- Specific dimension	Opinions, willingness to contribute
Owner / commissioner	Program on International Policy Attitudes (PIPA)
- Contact details	(202)232-7500, info@pipa.org <a href="http://www.pipa.org/">http://www.pipa.org/</a>
Operator	WorldPublicOpinion.org
Other useful information	Survey consists of 2 questions

### 6. Global Barometer Survey

Institution	<b>Global Barometer Survey</b> (conglomerate of continent-based corporations)
Survey title (latest)	Afrobarometer; Arab Barometer; Asian Barometer; Latinobarometro
Weblink (holding technical details & results)	Portal site: <a href="http://www.globalbarometer.net">http://www.globalbarometer.net</a> Afrobarometer: <a href="http://next.pls.msu.edu/index.php">http://next.pls.msu.edu/index.php</a> Asian Barometer: <a href="http://www.globalbarometer.net/asian.htm">http://www.globalbarometer.net/asian.htm</a> Arab Barometer: <a href="http://arabbarometer.org">http://arabbarometer.org</a> Latinobarometro: <a href="http://www.globalbarometer.net/Latinobarometro_Bibliografia_1995-2009.htm">http://www.globalbarometer.net/Latinobarometro_Bibliografia_1995-2009.htm</a>
Year	Asian: 2005-2008, Latinobarometro: 2009, Africa 2008,-2009
Frequency	Until now 4 rounds in Africa, 1 in Arab countries, 2 in Asia, 14 in Latin America

Mode	Face-to-face
Sample	
- Countries	18 African countries, 7 Arab countries, 18 in Asia (South & east), 18 in Latin America
- Size	1000 to 1200 per country
- Specification	Varies per barometer (e.g. number of voters, sub-national area)
- Sampling method	Combined stratification (quota), geo-clustering, random walk
Theme	Democracy and citizenship
- Specific dimension	Behaviours, opinions, attitudes
Owner / commissioner	For each barometer various donors / scientific institutes (see appropriate websites)
- Contact details	See appropriate websites
Operator	A variety of institutes
Other useful information	Website of each of the 4 barometers has coordinates, technical details and databases Each of the four barometers has its own questionnaire which is different from the others (about 100 questions, 1 h. interview) Self-funding principle per country

## 6. Annex 2 - Terms of Reference

### OECD Development Centre

#### Specific-Task Consultancy:

#### Project Roadmap: DevCom Global Solidarity Opinion Poll

#### Background information

The Informal Network of DAC Development Communicators (DevCom Network) is made up of directors of communication from the 24 OECD/DAC members, the UNDP, the World Bank, regional development banks and emerging donors. DevCom is the only international forum where donors discuss strategies for building public awareness and support for aid and development. The Network is coordinated by a secretariat at the OECD Development Centre. Member countries fund a bi-annual programme of work. See also [www.oecd.org/dev/devcom](http://www.oecd.org/dev/devcom) for further information.

The secretariat of the Informal Network of DAC Development Communicators (DevCom) at the OECD Development Centre is looking for a specific-task consultant to draft a roadmap for a new project: the Global Solidarity Opinion Poll, a fresh survey that will assess the public knowledge and support for global development aid, not only in all 23 OECD /DAC countries and the European Commission, but also in emerging donor and recipient countries. The objectives of the poll will be the following ones:

- To give insight on public awareness, knowledge and support for global solidarity, and to stimulate a dialogue about aid endeavours, calling on donors and recipient countries to better account for their results.
- To be a resource for parliamentarians, policy makers and scholars in their efforts to act together within the wider consultative process on development assistance.
- To allow comparison of progress/regress across all the countries, with a survey recurring every second years.
- To provide communicators in ministries and development agencies with a base to build their communication strategies.

#### Job Duties

To draft the project roadmap of the Global Solidarity Opinion Poll before the end of December 2010. The language of the roadmap is English.

#### Consultant Profile

- Experience and in-depth knowledge about public opinion polls, if possible in the development sector.
- A statistics background is needed.

#### Honorarium

According to background.

#### Suggested elements to draft the project roadmap

General issues:

- List of existing national and international opinion polls related to the topic of development co-operation (WorldBank, Eurobarometer, Institute of Development Studies , “World Giving Index” by the Charities Aid Foundation, etc.)
- Added value (if any) of a fresh new poll with regards to these existing polls
- List of institutions who could be interested in financing and participating in the project (International organisations, regional development banks, political foundations, etc.)
- Institutional decision-taking structure (Role of funding DevCom members, intervention of external stakeholders, etc.)
- Breakdown of the estimate budget (with scenarios of different scopes of the poll)

- Role of the OECD Development Centre as “guardian” of the project
- Schedule of the project

Issues about drafting the questionnaire:

- General orientation and structure
- Number of questions
- Type of questions

Issues about implementing the poll:

- The schedule of each polling wave
- Setting a relevant sample of people in each country
- Selection of the firm(s) in charge of the collection processing and statistical analysis of the data: One independent survey institution with international reputation, and which one? “Omnibus” research with local poll institutes in each country?

Issues about the publication:

- Volume
- Proportion of analysis and data
- Audience

### **Annex: Suggested Reading**

Annex 1: DevCom Brochure

Annex 2: 2-pager on Global Solidarity Opinion Poll