
METHODOLOGICAL NOTE FOR PUBLIC PULSE XVIII BRIEF

Impartial and accurate data collection and reporting are the cornerstone of Public Pulse Briefs and Public Pulse Analyses. Data is collected through a set methodology which has been used since 2002 when UNDP published the first Early Warning Report, the predecessor to Public Pulse. These opinion polls are conducted twice a year and the data presented to the public in the form of the Public Pulse Brief. The views expressed in the Public Pulse Briefs are those of the opinion poll respondents, at a specific point in time.

For Public Pulse XVIII, a representative sample of Kosovo citizens, 1,306 randomly selected individuals over the age of 18 were asked about their opinions on a range of issues based on a standard questionnaire which has been in use since 2010. The sample includes a representative distribution of men and women from all Kosovan municipalities, covering both urban and rural areas.

The opinion poll for Public Pulse XVIII was initiated on 27 March and completed on 15 April 2020. In line with the preventive measures and in the interest of ensuring people's health amid the outbreak of COVID-19, face-to-face interviews could not be conducted, and telephone interviews were used instead.

Interviewees were selected through the Random Digit Dialing (RDD), a method of random selection of telephone numbers through a specialized third-party proprietary ASKIA software package for Computer Assisted Telephone Interviewing (CATI) used for questionnaire programming. After reviewing the questionnaires and the input from pilot testing, the questionnaire is encoded on ASKIA FACE software. This system provides multiple advantages for survey questionnaires, incl. geo-tagging, enforcement of skip patterns of questions, visual cueing, survey timing and length, remote interviewer management and sample alteration/modification, as well as remote synchronization with central survey. The system provides integrated management and monitors all survey tasks in a single environment. RDD is widely used for statistical surveys.

In the spirit of transparency and accurate information, UNDP in Kosovo would like to share the following key facts related to Public Pulse Brief:

How was the sampling done?

Public Pulse opinion polls use quantitative research methodology and are conducted in all 38 Kosovo municipalities, using a multi-staged random probability sampling. The sample is representative of households in Kosovo and included both men and women from all Kosovan municipalities covering both urban and rural areas. Specifically, the sample for Public Pulse XVIII

included 896 Kosovo Albanians, 210 Kosovo Serbs, and 200 members of other Kosovo communities (Kosovo Ashkali, Kosovo Bosniaks, Kosovo Egyptians, Kosovo Gorani, Kosovo Roma, and Kosovo Turks).

How is it ensured that this is a representative sample?

Sample distribution of interviews is based on official data from Kosovo Agency of Statistics adjusted for Serb community which did not take part in 2011 Population Census. Public Pulse polls oversample minorities in order to disaggregate data by ethnicity. When calculating total numbers, the data is weighed by actual population numbers. Public Pulse has calculated that another 34,000 (from 37,625 the estimated population K-Serbs from 4 northern municipalities¹) Kosovo Serbs should be added, bringing the total number of Kosovo Serbs considered for the purposes of this study to 59,532. This also increases the total population of Kosovo to 1,773,825. When these changes are taken into consideration, the weighting in Public Pulse polls is applied in the following manner:

- Kosovo Albanians: 92%;
- Kosovo Serbs: 4%;
- Members of Other Kosovo Communities (Kosovo Ashkali, Kosovo Bosniaks, Kosovo Egyptians, Kosovo Gorani, Kosovo Roma, and Kosovo Turks): 4%.

For the full description of the methodology please refer to the Public Pulse Brief XVIII:

https://www.ks.undp.org/content/kosovo/en/home/library/democratic_governance/public-pulse-xviii.html

How reliable are the results?

A statistically accepted margin of error for surveys is 3%. The margin of error for a total sample of 1,306 interviews for the Public Pulse opinion poll in Kosovo is $\pm 2.71\%$. UNDP applies back-check on all its opinion polls as a standard requirement and part of the quality assurance. Back-checking interviews are based on interview timestamps as by CATI software. This approach is precise as it receives information directly from the system, hence, it is a factor that cannot be tampered with.

Is this the first time that the PP was conducted by telephone?

The outbreak of COVID-19 in Kosovo and subsequent prevention measures made it impossible to conduct the surveys through face-to-face interviews. Random Digit Dial was identified as the best possible alternative and a valid survey method.

¹ <https://ask.rks-gov.net/media/2129/estimation-of-kosovo-population-2011.pdf>

In order to conduct this study as per established quality standards and reach 1,306 completed interviews, as a representative sample of Kosovars living in Kosovo, 1,642 citizens were reached through phone calls. 79.5 % of contacted individuals agreed to be interviewed for the survey which corresponds with the total number of 1,306 interviewees.

Is it possible that telephone interviews produce different results than face-to-face interviews?

Random Digit Dial is based on a specialized, sophisticated, software which is used world-wide. The sampling of respondents was conducted as per established Public Pulse opinion poll methodology in terms of gender, region, ethnicity, and age. The questions used during telephone survey were the same as those used during face-to-face interviews. The fieldwork team consisted of 22 enumerators, 3 supervisors (2 Albanian and 1 Serbian), one technical controller, and one field coordinator.

Each enumerator used an electronic tablet that operates with an Android system. The tablet is directly linked and essentially part of the ASKIA survey software system. The software interface enables the recognition of every individual device. This way, the monitoring of the interviewer compliance becomes standardized and error-free.

Have the questions remained the same for the past 10 years?

Public Pulse Brief questions that are used to map people's satisfaction with key Kosovo institutions and leaders are constant in each opinion poll. For this survey, questions related to COVID-19 were added. We encourage everyone to check the trends and datasets as of November 2010 in the Public Pulse Visualizer through the following link <http://unkt.org/public-pulse/> Data is disaggregated by gender, region, ethnicity and age.

How long has UBO Consulting been conducting these surveys?

UBO Consulting was selected through an open and competitive process to conduct opinion polls. Since 2015, UBO consulting has conducted six opinion polls for Public Pulse Brief, and two other researches related to Public Pulse products. UBO Consulting has also conducted other, unrelated, research for UNDP Kosovo.