**Methodological Note for Public Pulse XIX 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 XIX, a representative sample of Kosovo residents, 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 municipalities in Kosovo, covering both urban and rural areas.

The opinion poll for Public Pulse XIX was conducted between 25 November and 8 December 2020, through face-to-face interviews.

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 Kosovo 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 be able to disaggregate data by ethnicity. When calculating total numbers, the data is weighted by actual population numbers. Public Pulse has calculated that another 34,000 (from 37.625 the estimated population K-Serbs from 4 northern municipalities[[1]](#footnote-1)) 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%.

# **How reliable are the results?**

The margin of error for a total sample of 1,306 interviews for the Public Pulse opinion poll in Kosovo is ±2.7%. 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 Computer Assisted Personal Interviewing (CAPI) software. This approach is precise as it receives information directly from the system, hence, it is a factor that cannot be tampered with.

Out of 1,306 interviews, 30% (392) were back-checked, to make sure the survey quality is in line with the requirements.

# **Field work and response rate**

The fieldwork team consisted of 22 enumerators, 3 supervisors (2 Albanian and 1 Serbian), one technical controller, and one field coordinator.

The respondents have been chosen randomly, by walking and choosing every third house on the left side of the street, while the interviews have been conducted with the respondents whose birthday is next from the day of the interviewed, or a family member blocked the interview, then the enumerators moved to the next appropriate house or apartment on that route.

In order to conduct at least one thousand two hundred and ninety interviews successfully, UBO Consulting field enumerators approached 1,503 respondents. Around 87% of the respondents selected agreed to be interviewed for the survey, therefore the response rate was satisfactory.

# **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 <https://unkt.org/public-pulse-visualiser/>.  Data is disaggregated by gender, region, ethnicity and age.

1. <https://ask.rks-gov.net/media/2129/estimation-of-kosovo-population-2011.pdf> [↑](#footnote-ref-1)