

GALLUP®



# A Trusted Source of Data for the World

## The Gallup World Poll

Workshop on Data and Statistics for Evidence-Based Voluntary National Reviews

11 December 2019, Vienna

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Partner

# Outline

- 1** The Gallup World Poll
- 2** Support with Tracking SDG Indicators
- 3** Alignment with International Best Practices – Data Coded by Degree of Urbanisation
- 4** Summary
- 5** Q&A



A photograph of a man in a blue shirt sitting on a wooden bench, holding a tablet and talking to a woman and a young child. They are in a rural, rustic setting with wooden structures and a motorcycle. The image has a green tint.

# The Gallup World Poll

A Global Standardised Data Collection Vehicle

# The Gallup World Poll: >140 Country Surveys Annually for Global Tracking

100

YEAR

SELF-FUNDED EFFORT  
TO COLLECT ACCURATE  
AND COMPARABLE  
DATA WORLDWIDE

98%

REPRESENTATION  
OF THE WORLD'S ADULT  
POPULATION



Sampling frame is typically drawn from the latest census or from the National Statistics Office.

Depending on the country and the time of the year, Gallup may exclude specific geographies due to security risks or force majeure events.

>2 Million

INTERVIEWS

OF THE ADULT'S  
WORLDWIDE SINCE 2005

150+

COUNTRIES

140+

LANGUAGES

INDICATORS THAT  
QUANTIFY HOW A  
SOCIETY IS DOING ON  
ISSUES IMPORTANT  
TO LEADERS





# VIETNAM

# The Role of the World Poll

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1. Support with the development of robust new measurement frameworks
2. Collect data on important items while countries find their own appropriate survey vehicles
3. Help normalise the utilisation of new best practice methods
  - Support harmonisation of best practices
  - Provide translated or adapted instruments in multiple languages



# The World Poll: A Source of Global Indices and Thought Leadership



**Sir Angus Deaton**  
Nobel Laureate

“Global Surveys should have been instituted many years ago by the World Bank or the United Nations, but it took a private sector organization to succeed where the international organizations had failed so badly.”

The World Poll is used as an input to support tracking three United Nations Sustainable Development Goal indicators:

- **Food Insecurity** (SDG 2.1.2 – FAO)
- **Modern Slavery** (SDG 8.7.1 – ILO/Walk Free)
- **Financial Inclusion** (SDG 8.10.2 – World Bank)



Food and Agriculture Organization of the United Nations



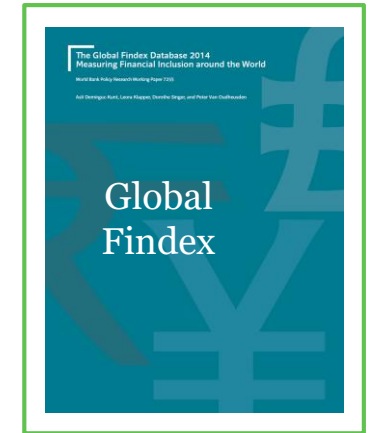
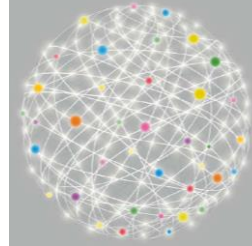
Charities Aid Foundation

HOW THE WORLD VIEWS MIGRATION



Global AgeWatch Index 2015

WORLD HAPPINESS REPORT 2016 | VOLUME I



economics as if people and the planet mattered



IOM International Organization for Migration

S&P Global



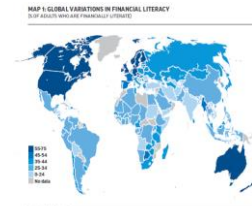
SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK  
A GLOBAL INITIATIVE FOR THE UNITED NATIONS



LEGATUM INSTITUTE

Financial Literacy Around the World:

INSIGHTS FROM THE STANDARD & POOR'S RATINGS SERVICES GLOBAL FINANCIAL LITERACY SURVEY



CAF WORLD GIVING INDEX 2017

A global view of giving trends

CAF Charities Aid Foundation

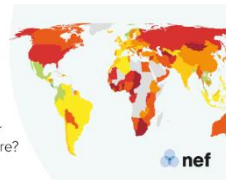


HelpAge International



WALK FREE  
THE MOVEMENT TO END MODERN SLAVERY

HAPPY PLANET INDEX



How does your country compare?

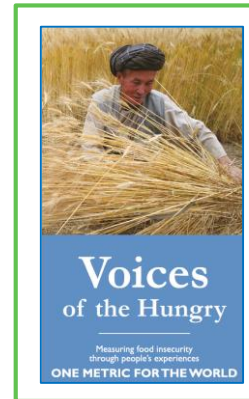


THE LEGATUM PROSPERITY INDEX™ 2016

Bringing Prosperity to Life



THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



Voices of the Hungry

Measuring food insecurity through people's experiences

ONE METRIC FOR THE WORLD





# Support with SDG Indicators

# Global Financial Inclusion Database: “FINDEX”

## Increasing Prominence of Financial Inclusion

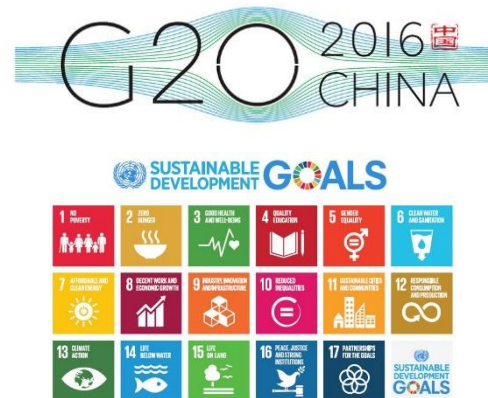
### BACKGROUND

Only incomplete supply side data on the World’s unbanked available

With funding through the Bill and Melinda Gates Foundation, World Bank partnered with Gallup in 2010 to develop the Global FINDEX

### PUBLIC IMPACT

FINDEX is now an official indicator for:



### BROADER DISCUSSION

Financial inclusion is gaining momentum as a channel for development



Private sector is stepping up to fill the \$2T funding gap

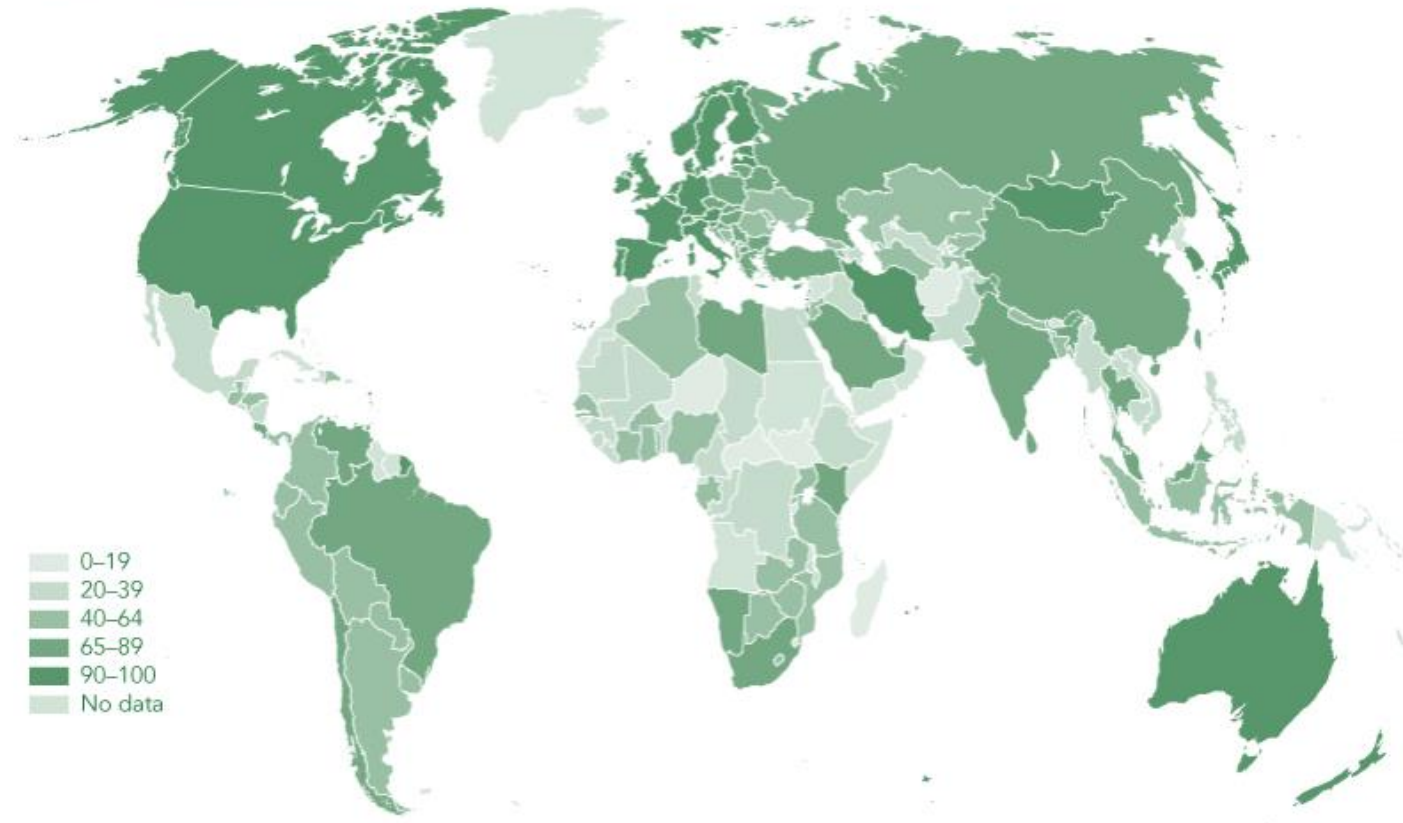
#### Components of Success:

- **Cognitive testing:** Despite extensive expert input in the questionnaire design, field visits were required to learn critical lessons by the academic advisory team – asking people if they store large amounts of money at home doesn’t work with face-to-face interviews
- **Open data:** FINDEX is the most downloaded microdata set on the World Bank data platform.

## Financial inclusion is on the rise globally

- The third edition of the Global Findex database shows that **1.2 billion adults have gotten an account since 2011**, including 515 million since 2014.
- Between 2014 and 2017, account ownership rose globally from 62% to 69%. **In developing economies, it went from 55% to 63%.**

Today, 69 percent of adults around the world have an account  
Adults with an account (%), 2017



Source: Global Findex database.

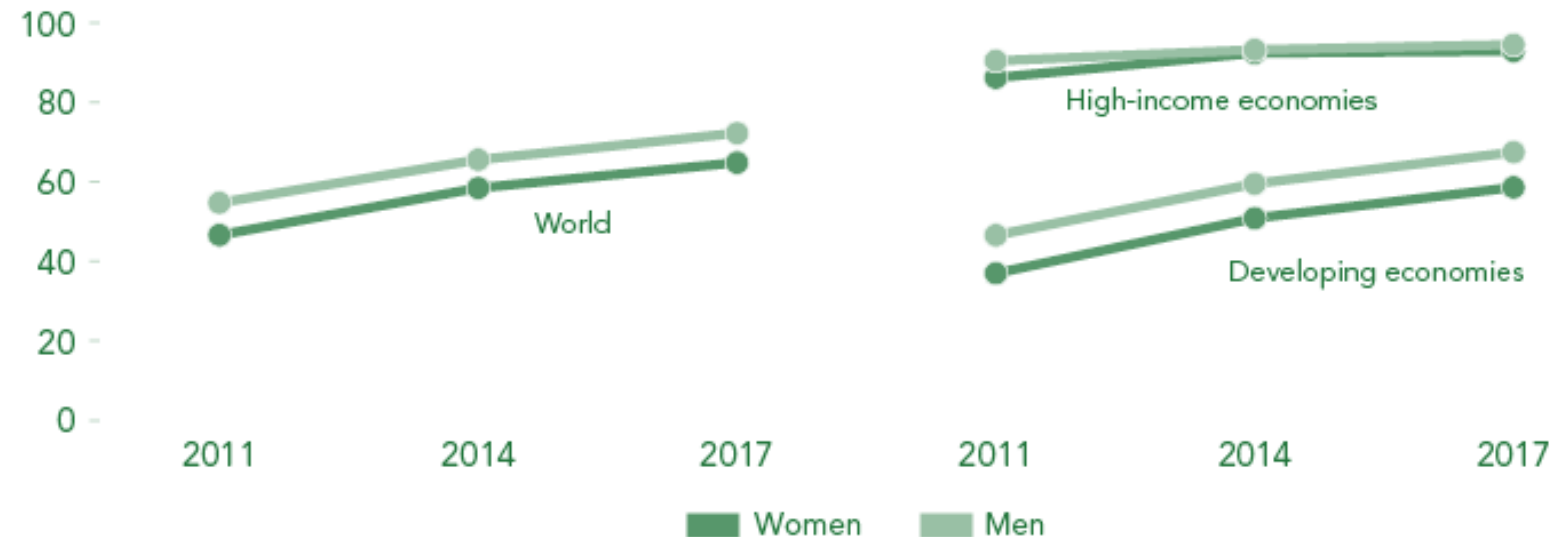


## Women are less likely than men to have a bank account

- The gender gap in developing economies remains unchanged at **9 percentage points** since 2011.

### Gender gaps in account ownership have persisted over time

Adults with an account (%)



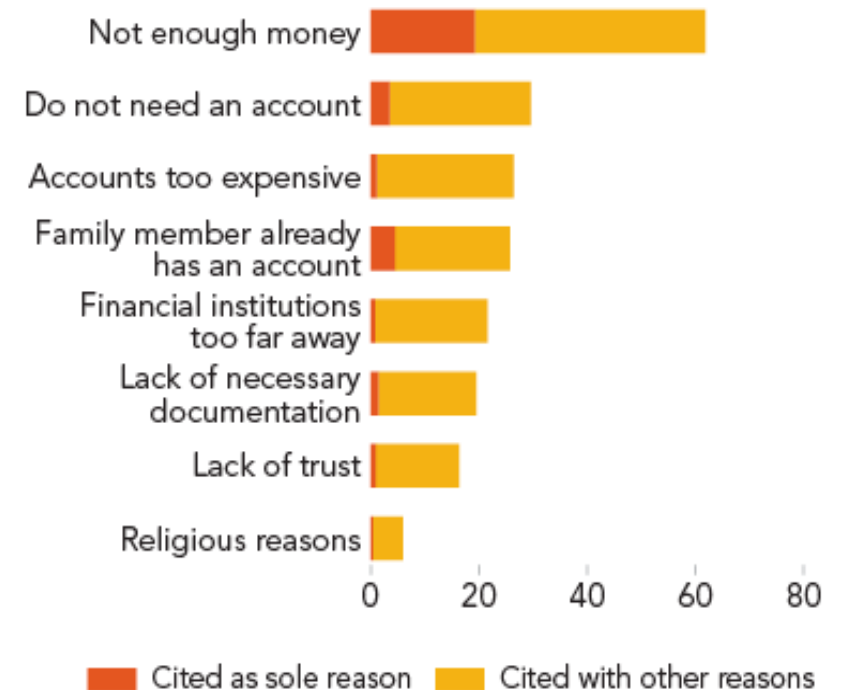
Source: Global Findex database.

## Why do people not have financial institution accounts?

- About a quarter of unbanked adults report banks being too far away.
  - Over 60% of adults saying banks are too far away have a mobile phone.
- Only 3% of adults report not needing an account!

### Lack of enough money is the most commonly cited barrier to account ownership

Adults without a financial institution account reporting barrier as a reason for not having one (%), 2017



Source: Global Findex database.

Note: Respondents could choose more than one reason.

# Voices of the Hungry

## Measurement of Annual Global Food Insecurity



Food and Agriculture  
Organization of the  
United Nations

### BACKGROUND

FAO sought a complementary indicator to assess food security at an individual and household level

Partnership with Gallup led to global validation and scaling-up of an innovative instrument: Food Insecurity Experience Scale FIES

### PUBLIC IMPACT

Official benchmark for UN SDG 2.1.2



“Voices” has been used by UNICEF to report on child food insecurity and by WFP to understand links with gender inequality

### BROADER DISCUSSION

FIES & “Voices” included within the IPC for classification and communication of acute and chronic food insecurity by the UN system



Integrated Food Security Phase Classification

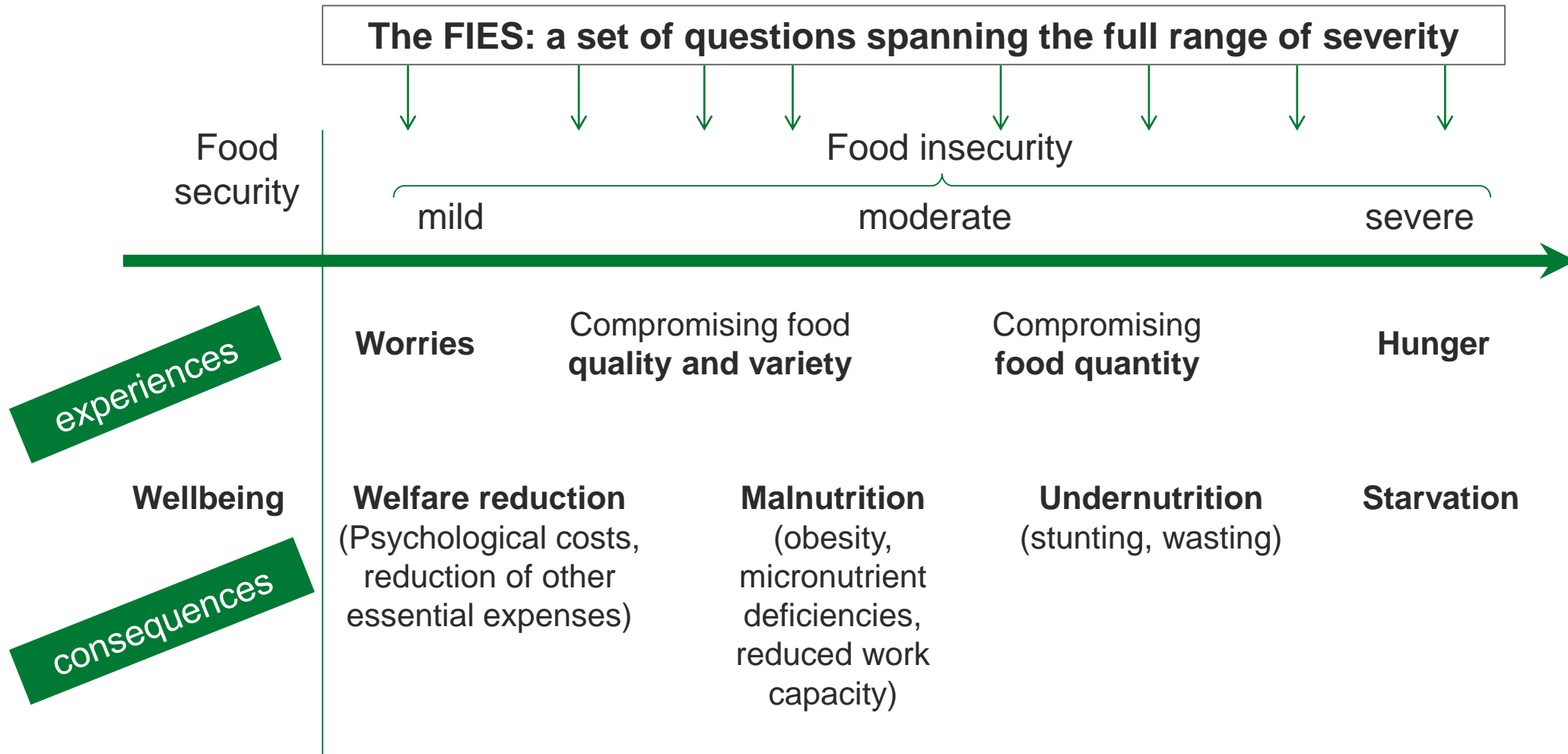
Gallup is partnering with WHO, FAO and Harvard to develop a global framework for diet quality

#### *Components of Success:*

- **Build upon strong foundations:** The FIES scale is an adapted version of a scale originally developed by the USDA and used in a limited number of other countries – Gallup supported global validation and subsequent global data collection as a catalyst.
- **Interlink stakeholders:** Queen Maxima from NL, hosted a forum on interlinks between food security and financial inclusion.
- **Disaggregate data where possible:** “Voices” revealed the global food insecurity gender gap for the first time.



# The Food Insecurity Experience Scale: Experiences not Attitudes



# The Merits

- **The validity and reliability of the measures can be formally assessed**
  - Statistical tests on the data, to confirm they yield **proper measures** of a single underlying latent trait
    - **Validity:** Item Response Theory (IRT) (Rasch model) used to test performance of the scale.
    - **Reliability:** IRT used to test if scales are performing in the same way (ability to measure the latent trait consistently) across different data collection years. Differences may be due to sampling variability, for example.
- **It is easy to implement**
  - Through the “Voices of the Hungry” project Gallup has enabled FAO to provide FIES questionnaires in **200 different languages**.
  - Flexibly adapted, it can be included in **virtually any population survey**.
  - It requires an average of **3 minutes of survey time** to apply.
  - Can be **easily programmed in Computer Assisted Personal Interviewing (CAPI)** applications.

# Food Insecurity Experience Scale: An SDG Tier 1 Indicator

The Private Sector/Gallup's Global Surveys as a Catalyst

Recognition of FIES as an SDG indicator arose due to:

- The soundness of the methodological approach of food security measurement.
- The ability to use the Gallup World Poll data to produce comparable food insecurity prevalence estimates for most countries in the world as a baseline.

As emphasised in the U.N. Statistical System Organizations' statement on Goal 2 at the **second IAEG-SDG meeting, Bangkok, 26-28 October 2015**, the project has been critical in creating a baseline for food security across the world:

*“The collection of FIES data in more than 140 countries in 2014, through a private data collection service provider, has been the necessary step to validate the application of the scale in virtually every country in the world and to establish a global baseline for target 2.1. Having collected data from 146 countries has in fact allowed us to develop the analytic procedures that are necessary to ensure that the measures obtained in different languages, culture and livelihood conditions could be calibrated against a common standard reference metric, so that indicators would be truly comparable across countries.”*



# FAO Capacity Development has Enabled Widescale Adoption

- Indicators based on the FIES, compiled by FAO at regional and global level, **are featured in the FAO, IFAD, UNICEF, WFP and WHO, “The State of Food Security and Nutrition in the World 2019”**.
  - “Estimates of SDG Indicator 2.1.2, which monitors progress towards the target of ensuring access to food for all, reveal that a total of about 2 billion people in the world experience some level of food insecurity, including moderate. People who are moderately food insecure may not necessarily suffer from hunger, but they lack regular access to nutritious and sufficient food, putting them at greater risk of various forms of malnutrition and poor health.”

<http://www.fao.org/3/ca5162en/ca5162en.pdf>
- To date, the FIES has been included in **official population surveys** in Afghanistan, Armenia, Bahrain, Bangladesh, Belize, Benin, Bolivia, Botswana, Brazil, Burkina Faso, Canada, Cape Verde, Chad, Chile, Colombia, Cote d’Ivoire, Dominican Republic, Ecuador, El Salvador, Eswatini, Ethiopia, Fiji, Ghana, Guatemala, Guinea, Guinea-Bissau, Greece, Grenada, Honduras, Indonesia, Israel, Jordan, Kiribati, Kenya, Lesotho, Malaysia, Malawi, Mali, Mauritius, Mexico, Mozambique, Namibia, Niger, Nigeria, Pakistan, Palestine, Panama, Philippines, Portugal, Russia, Rwanda, Samoa, Seychelles, St. Lucia, Saudi Arabia, Senegal, Sierra Leone, South Korea, South Sudan, Sri Lanka, St Kitts and Nevis, St Vincent and the Grenadines, Sudan, Togo, Uganda, USA, Vanuatu, Vietnam, Zambia, and it is **being piloted in several other countries**.
- There are plans by **a further 32 countries** to adopt FIES in national surveys.

# Additional Utility for Policymaking

- **The information it produces can be used to guide policy and interventions**
  - Can be **quickly** analysed to generate **real-time results**.
  - The food insecurity condition of household and individuals is one of the most effective **predictors of malnutrition**.
  - In the US, the prevalence of food insecurity among households has been found to be particularly **sensitive to general macroeconomic conditions** (e.g., economic crises, unemployment rates).
- **It generates disaggregated information**
  - When included in large scale representative surveys, results can be disaggregated at the level of any **population group** for which the survey is representative.





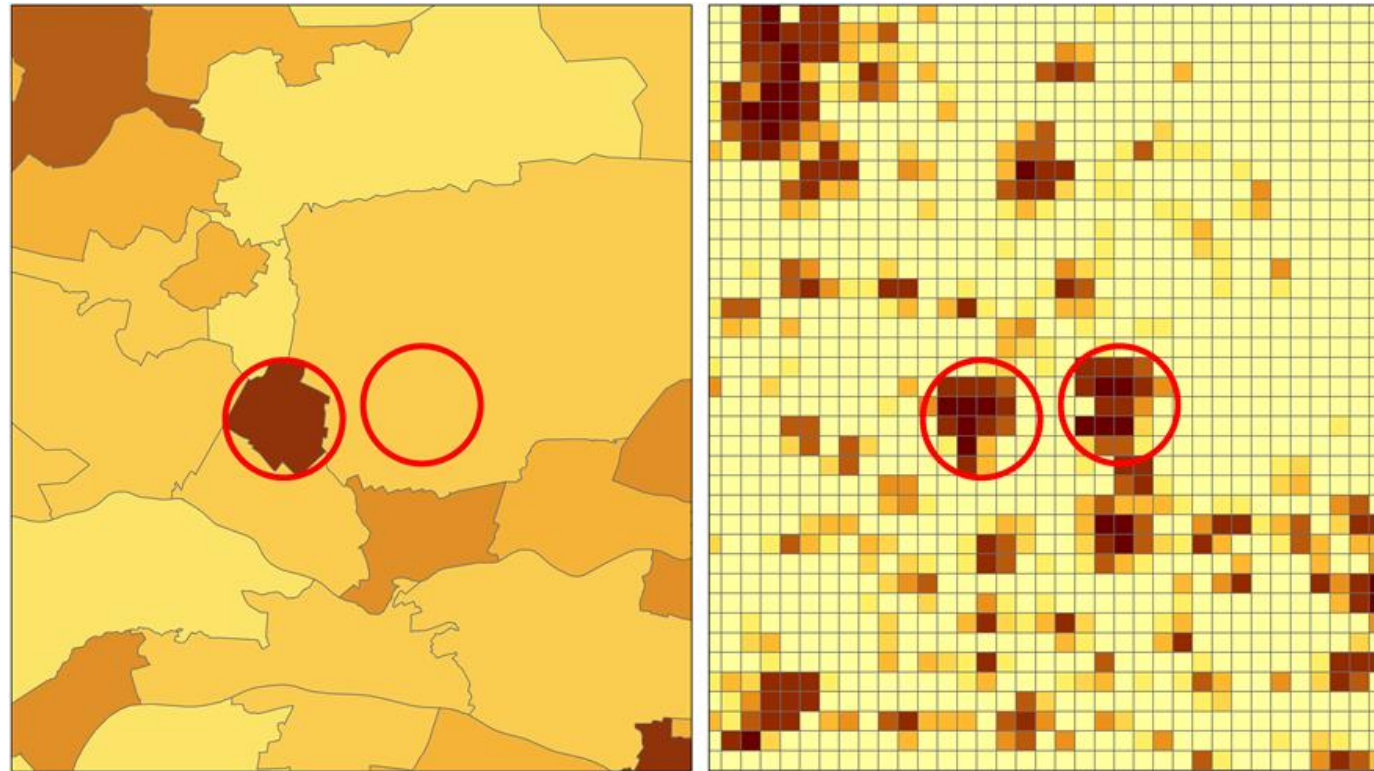
An aerial photograph of a densely packed urban neighborhood, likely in a Mediterranean or European city, showing numerous multi-story buildings with tiled roofs and balconies. The entire image is overlaid with a semi-transparent green filter. The text is centered over the middle of the image.

# Gallup World Poll Aligning with International Best Practices – Data Coded by Degree of Urbanisation



# The Degree of Urbanisation Relies on the Population Grid

- The population grid makes it possible to identify all settlements, include those inside a large local unit and spread over multiple local units.

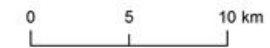


Veenendaal (NL) : population density

Inhabitants per km<sup>2</sup>



Sources: Eurostat (GEOSTAT 2011)



## Three Types of Grid Cells

<b>Urban centres</b>	Contiguous cells above <b>1,500</b> residents per km <sup>2</sup> and at least <b>50,000</b> people in the centre
<b>Urban clusters</b>	Contiguous cells above <b>300</b> residents per km <sup>2</sup> and at least <b>5,000</b> people in the cluster
<b>Rural grid cells</b>	Cells below <b>300</b> residents per km <sup>2</sup> + other cells outside urban clusters

# Coding the Gallup World Poll Micro Data by Degree of Urbanisation

- Internationally Agreed Global Degree of Urbanisation (at grid level)

<https://ghsl.jrc.ec.europa.eu/degurba.php>

- Based on the geo-coded location of the respondents
- Gallup's use of the variable covers 108 countries in 2016-2017
- Years 2018-2022 will also be coded for 111 countries (all face to face interviews)

## Summary: The World Poll

- The private sector can play an important role as a catalyst for the statistics and development community, helping to:
  - Demonstrate cross country validity of survey constructs
  - Normalise new best practice methods
  - Change the narrative through new indicators
  - Provide translated or adapted instruments in multiple languages
  - Collect data on important survey items while countries find their own appropriate survey vehicles





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