

GALLUP®



A Trusted Source of Data for the World

The Gallup World Poll

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

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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**
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A photograph of a man in a blue shirt sitting on a wooden bench, holding a tablet and looking at a woman and a young child. The woman is also sitting on the bench, holding the child. They are in a rural setting with a thatched roof and wooden structures. A motorcycle is visible on the left. The entire 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

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)



S&P Global

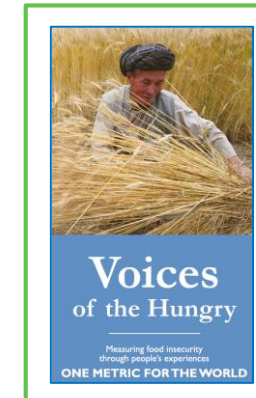


HOW THE
WORLD VIEWS
MIGRATION



Global AgeWatch Index 2015

Financial Literacy
Around the World:





Support with SDG Indicators

Global Financial Inclusion Database: “FINDEX”

Increasing Prominence of Financial Inclusion

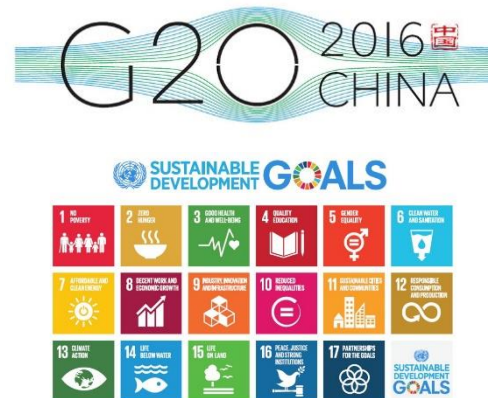
BACKGROUND

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

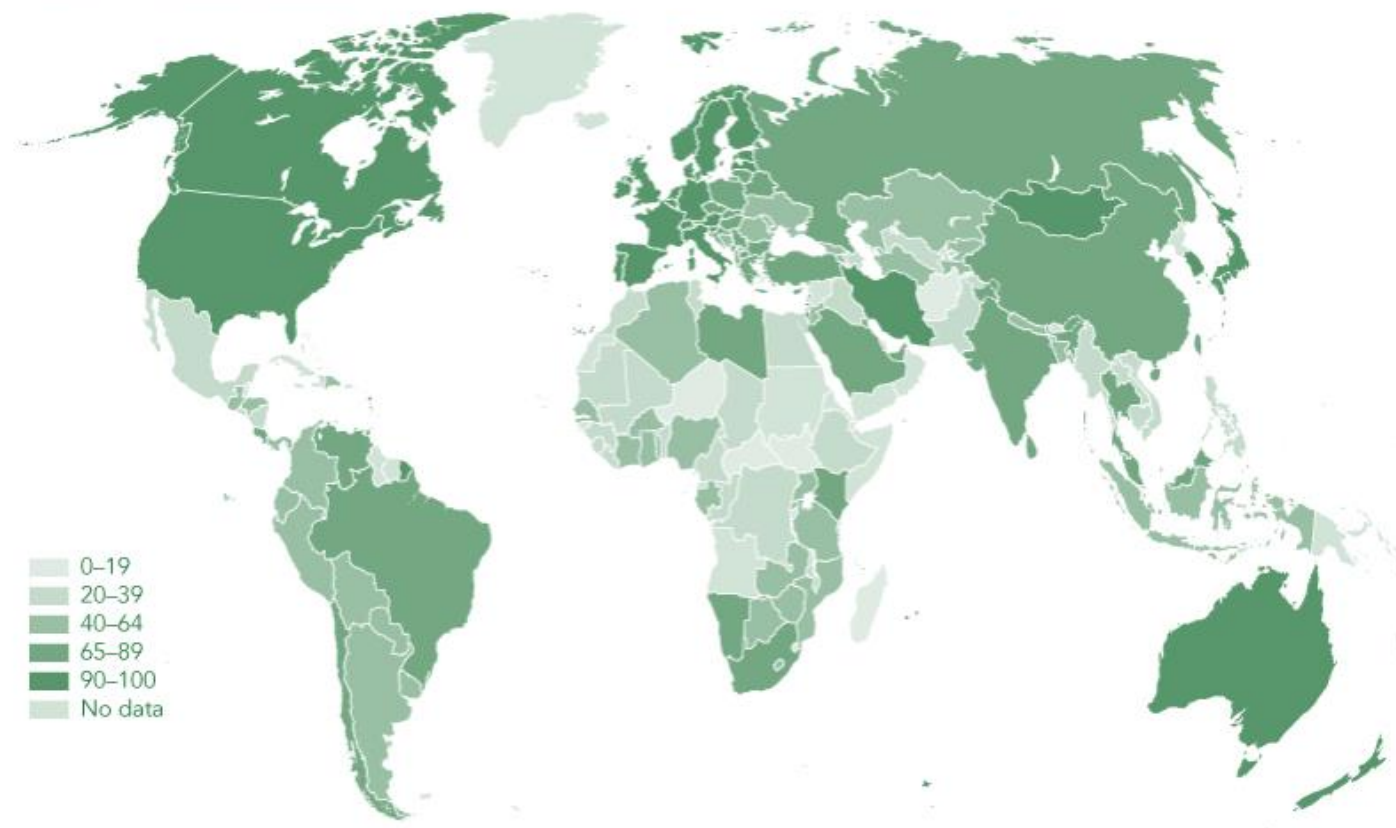
Components of Success:

- **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



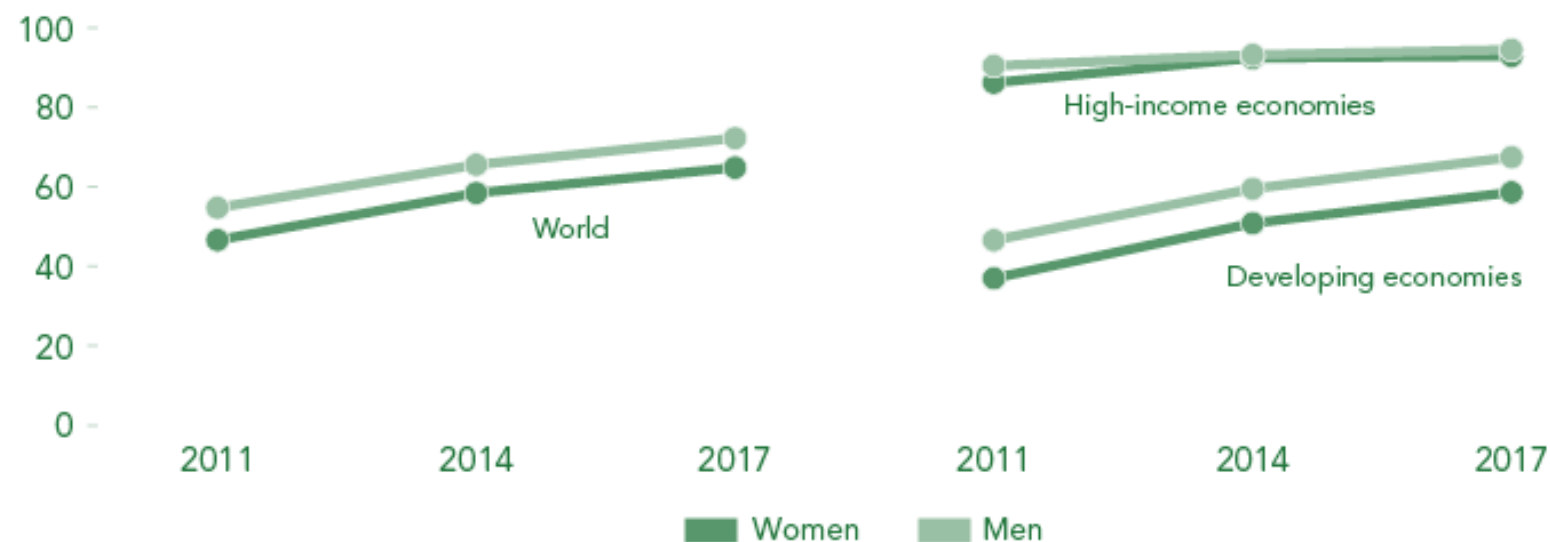
Source: Global Findex database.

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 (%)



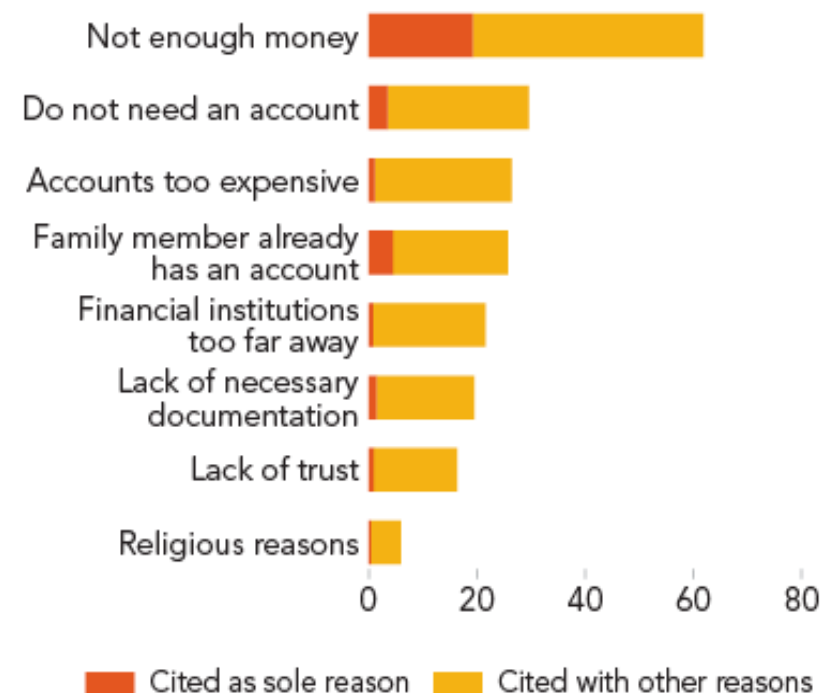
Source: Global Findex database.

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



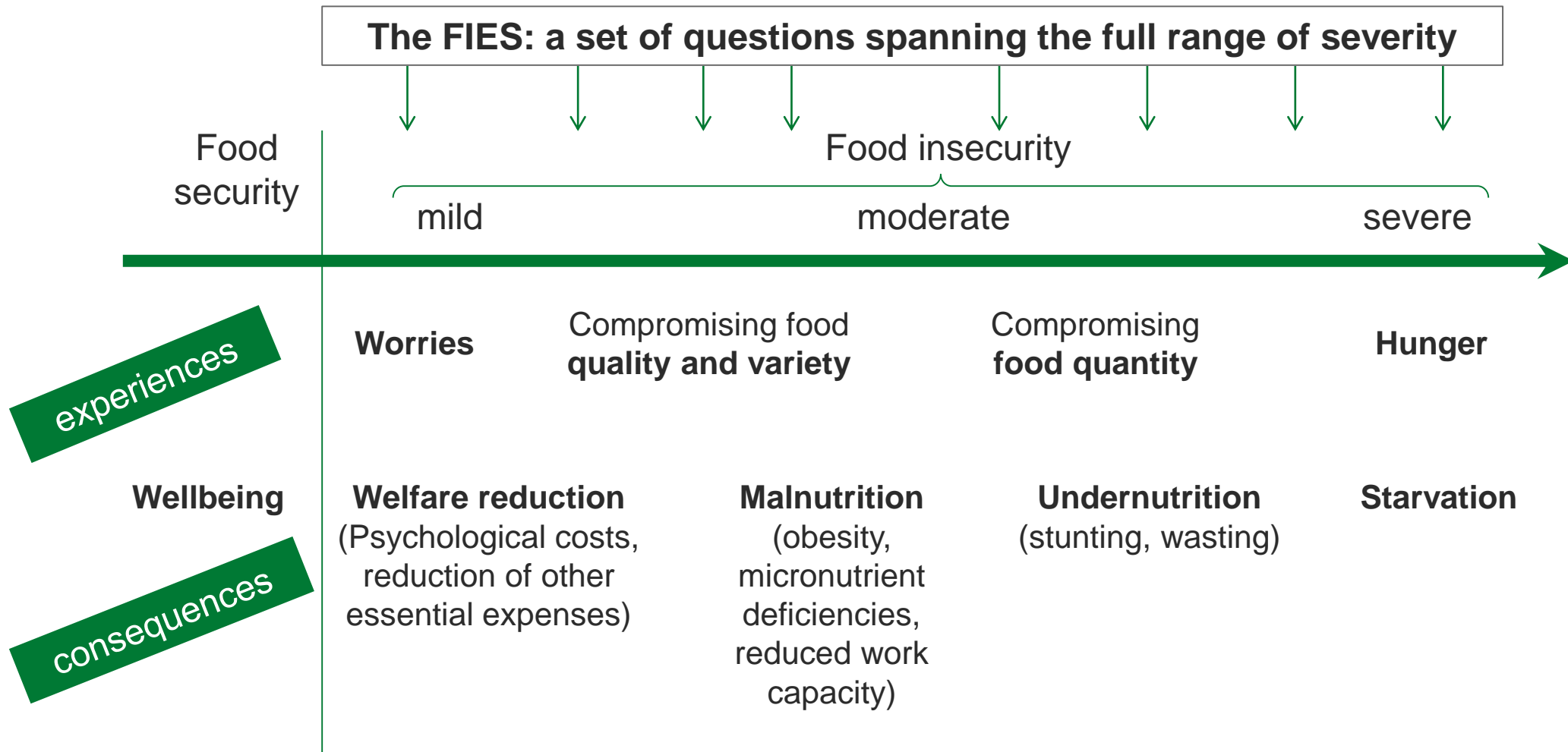
Integrated Food Security Phase Classification

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.

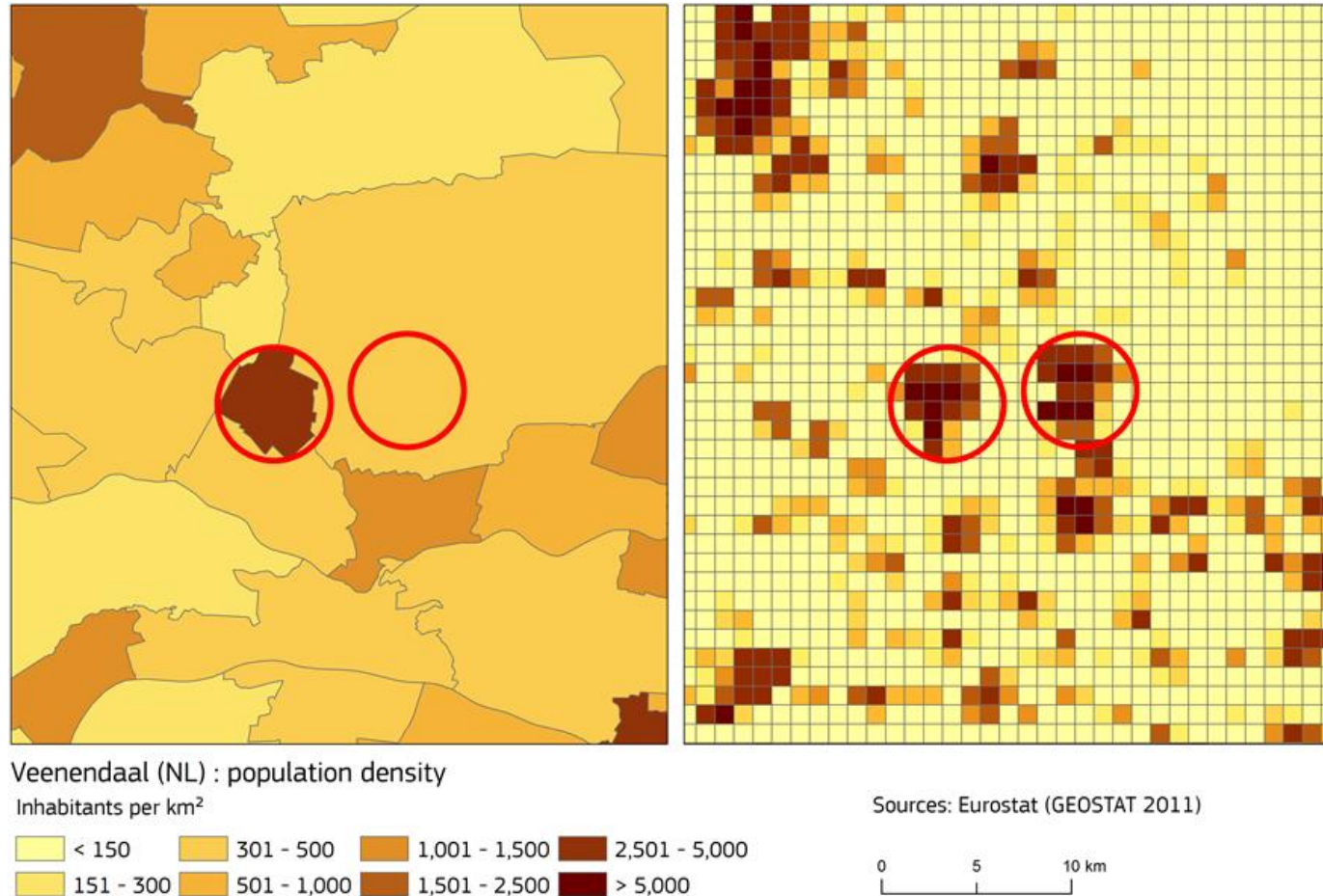




Gallup World Poll Aligning with International Best Practices – Data Coded by Degree of Urbanisation

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.



Three Types of Grid Cells

Urban centres	Contiguous cells above 1,500 residents per km ² and at least 50,000 people in the centre
Urban clusters	Contiguous cells above 300 residents per km ² and at least 5,000 people in the cluster
Rural grid cells	Cells below 300 residents per km ² + 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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