IRANPOLL

Unveiling Iran

Iranian Presidential Election 2017

Post-election Analysis of Polling Accuracy (May 2017)

Introduction

IranPoll is an independent full-service opinion research and consultancy company headquartered in Toronto, Canada, focusing exclusively on Iran.

A division of People Analytics Inc., IranPoll relies on its vast survey capacity to conduct and collect polling data from Iran using various modes of data collection including face to face, telephone polling (including a monthly Omnibus), in-depth interviews, focus groups, and online panel (B2B and 46k-member B2C).

IranPoll operates multiple call centers with 87 active calling stations, and conducts over 150,000 interviews per year in Iran. Building on the in-depth local knowledge of its team of experts, IranPoll solely relies on methods that could be objectively verified and independently replicated.

Complementing its extensive field capacity, IranPoll is the developer of VoxIran, which is to date the single most comprehensive databank of Iranian opinion polls containing more than 3,000 diverse questions on 430 topics and subtopics from more than 300 probability sample surveys conducted from 2006 to 2017 in Iran. Through its exclusive access to VoxIran, IranPoll provides its clients with evidence-based consultancy on issues relating to Iran and the Iranian people.

IranPoll is a member of ESOMAR, AAPOR, MRIA, and WAPOR and follows their industry standards.

Methodology

The study is based on a telephone poll conducted May 16th 2017 among a representative sample of 1,007 Iranians. The margin of error is about +/- 3.09%.

The samples were RDD samples drawn from all landline telephones in Iran. The samples were stratified first by Iranian provinces and then in accordance to settlement size and type. All 31 Iranian provinces were represented in proportions to their actual populations, as were rural and urban areas.

When a residence was reached, an adult was randomly selected from within that household using the random table technique. An initial attempt and three callbacks were made in an effort to complete an interview with the randomly selected respondents. The contact rate, defined as the proportion of random respondents who were reached and ultimately agreed to be interviewed relative to the number of respondents attempted, was 76%. The completion rate was 86%.

All the interviews were conducted using computer-assisted telephone interview (CATI). All interviews were monitored in real-time by call-center supervisors.

For more details on IranPoll's methodology please refer to: https://www.iranpoll.com/method
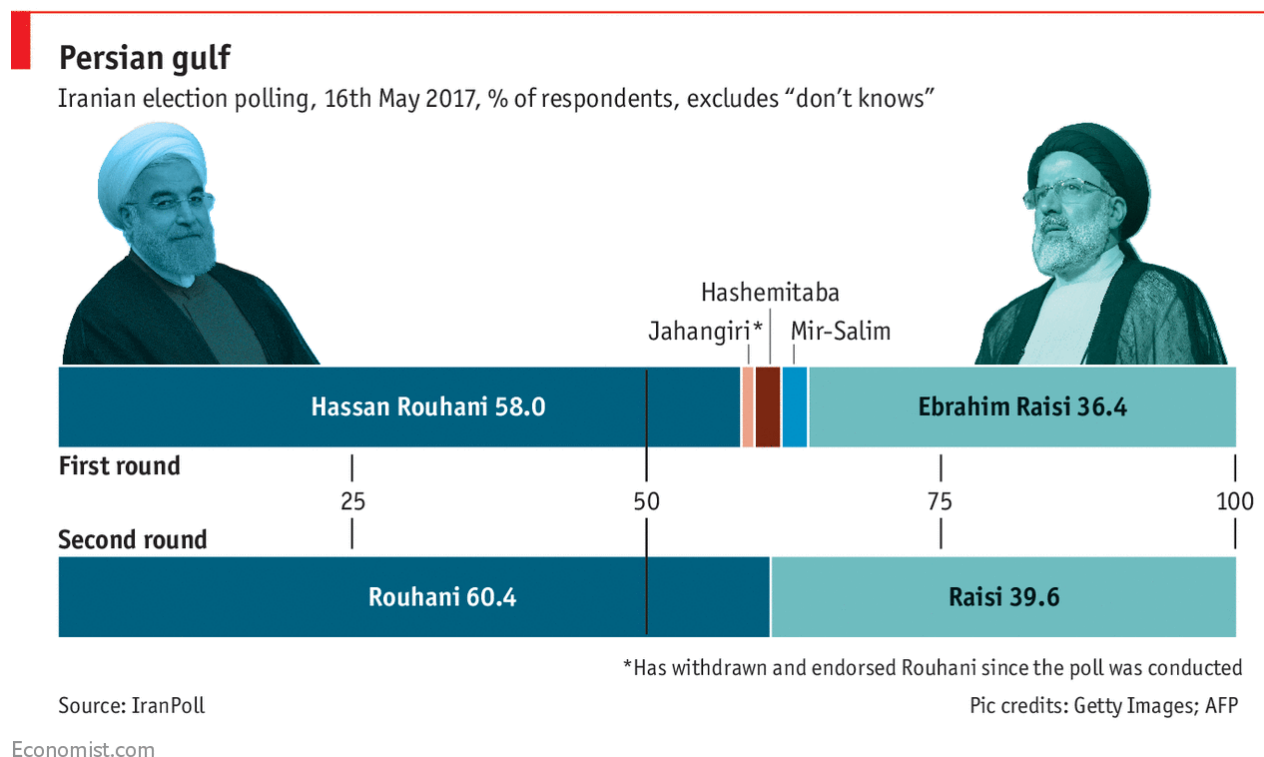
Accuracy Analysis for IranPoll's Polling Results in Iranian 2017 Presidential Election

Like most polling agencies, majority of polls conducted by IranPoll is owned by clients. However, IranPoll did publicize two rounds of polling results before the Iranian 2017 presidential election which was held on May 19th 2017.

This short summary is aimed to analyze the accuracy of IranPoll's latest publicly available polling results for that election, which was conducted on May 16th 2017, and was published in The Economist on May 19th 2017:
http://www.economist.com/blogs/graphicdetail/2017/05/daily-chart-14

The following graph is made by The Economist using IranPoll's data:

Persian gulf

Iranian election polling, 16th May 2017, % of respondents, excludes "don't knows"

Hashemitaba
Jahangiri* | Mir-Salim

Hassan Rouhani 58.0 | Ebrahim Raisi 36.4

First round

25   50   75   100

Second round

Rouhani 60.4 | Raisi 39.6

*Has withdrawn and endorsed Rouhani since the poll was conducted

Source: IranPoll   Pic credits: Getty Images; AFP

Economist.com

The actual results of the presidential election as reported by the Iranian Ministry of Interior was 58.83% for Hassan Rouhani and 39.44% for Ebrahim Raisi.

As IranPoll's presidential survey utilized probabilistic sampling, the margin of sampling error could be used to estimate prediction error in the results as followed:

- Hassan Rouhani: 58.83% - 58.00% = 0.83%
- Ebrahim Raisi: 39.44% - 36.40% = 3.04%

Considering poll's margin of error 3.09%, the predicted results for both candidates fall in the margin of error. This shows IranPoll's estimation were correct and within the margin of sampling error.

While less commonly known the margin of sampling error does not apply to the spread between the candidates, and only to the percentage point estimates themselves. There are a number of metrics available for quantifying error in election poll estimates. However, in this short summary only the two simplest measures are used. These two same measures were utilized by the "American Association for Public Opinion Research (AAPOR)" in analyzing the polling results of the United States' 2016 presidential election. The result is published by AAPOR in a paper titled "A Primer on Pre-Election Polls" available here.

The first measure is the "absolute error" on the predicted vote margin which is always a positive number. This is computed as the absolute value of the margin (%Rouhani-%Raisi) in the poll minus the same margin (%Rouhani-%Raisi) in the certified vote.

In the case of IranPoll's public results, the "absolute error" will be as followed:
"absolute error" = (58.0% - 36.4%) – (58.83% - 39.44%) = 2.21%

The second error measure used by AAPOR is the "signed error" on the projected vote margin. "Signed error" is calculated similar to the "absolute error" but does not take the absolute value and can be positive or negative. In the case of IranPoll's public results, the "absolute error" and "signed error" remain the same.

As IranPoll continues to publicly make its election polls available, over years the results provided above could be utilized to analyze election polling accuracy in Iran further.

VoxIran, the Voice of the Iranian People

Complementing its extensive field capacity, IranPoll is the developer of VoxIran, which is the single most comprehensive databank of Iranian opinion polls containing more than 3,000+ diverse questions on over 430 topics and subtopics from 250+ probability sample surveys conducted from 2006 to 2017 in Iran.

Through its exclusive access to VoxIran, IranPoll provides its clients with evidence-based consultancy on issues relating to Iran and the Iranian people. VoxIran enables clients to see where Iranian people stand and how their views and opinions have changed and evolved over the past decade on a comprehensive range of issues.

Through VoxIran, IranPoll provides its online panel clients with a unique ability to compare their panel results with previous probabilistic polls (telephone CATI or face-to-face) on similar topics, ensuring sampling accuracy and enhancing representativeness of results.

TOPICS covered in VOXIRAN:

1. Market & business:

- Iranians Brand Awareness, Attitude, and Usage (AAU)
- Views on **434 distinct brands** from across 15 major sectors
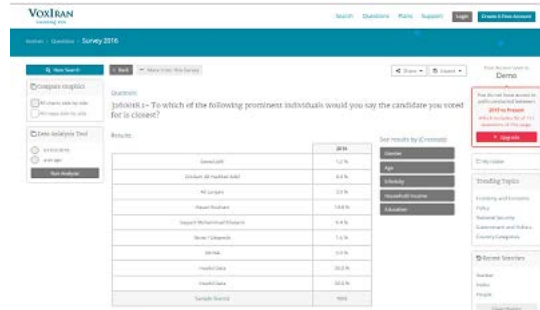
2. POLITICS:

- Elections in Iran (6 elections) and Other Countries
- Law and Order
- Government and Politics
- Foreign Affairs and Policy
- Sources of News and Information

3. SECURITY:

- Iran's Nuclear Program
- National Security

4. PUBLIC FIGURES:

- Opinions on Iranian Public Figures (33 Individuals)

- Opinions on World Public Figures (32 Individuals)

5. OTHER COUNTRIES:
- Views and Opinions on Other Countries (31 countries)
- Views and Opinions on Groups of Countries

6. ECONOMICS:
- Economy and Economic Policy

7. SOCIAL:
- National and Cultural Identity
- Religion
- Family and Relationships
- Demographics

8. HUMAN RIGHTS:
- Human Rights and Democracy
- Women's Issues
- Environmental issues
- Health and Health Care

9. SCIENCE AND INFORMATION TECHNOLOGY (IT):
- Science and Iran's Scientific Capabilities
- Information Technology (IT)

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