

LOKNITI-CSDS NATIONAL ELECTION STUDY PRE POLL 2019

Methodology

As part of its National Election Study, Lokniti, Centre for the Study of Developing Societies (CSDS), Delhi, conducted a Pre-Poll Survey between March 24th and March 31st, 2019 among **10,010** respondents spread across 19 States of India - Andhra Pradesh, Assam, Bihar, Chhattisgarh, Delhi, Gujarat, Haryana, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, and West Bengal. The survey was conducted in 101 Assembly Constituencies (AC) spread across 101 Parliamentary Constituencies (PC). The total sample size targeted was 10,100 with an AC/PC-wise target of 100 interviews. In order to decide the number of PCs to be sampled in each of the 19 States, we first gave special weightage to the small States with 14 seats or less in order to achieve a decent sample of 300 from these States. Thereafter, the number of PCs to be sampled in the remaining medium and large States was determined based on the proportion of their electorate in the total electorate of the remaining States. The resultant target sample of each State was then adjusted to the nearest 100.

The sampling design adopted was multi-stage random sampling. This procedure ensures that the selected sample is fully representative of the cross-section of voters in the country. The PCs where the survey was conducted were randomly selected using the probability proportional to size method (adjusting the probability of choosing a particular constituency according to the size of its electorate). Then, one AC was selected from within each sampled PC using the PPS method again. Thereafter, four polling stations were selected from within each of the sampled ACs using the systematic random sampling method. Finally, 38 respondents were randomly selected using the systematic method from the electoral rolls of the sampled polling stations. Of these 38, we set a target of 25 interviews per polling station.

Once we identified our sample among the electorate, trained field investigators or FIs (a training workshop for them was conducted in each state) were sent to meet them. They were asked to interview only those whose names had been sampled. However at some locations the non-availability of sampled respondents or difficulty in finding households necessitated replacements/substitutions. Our investigators sat down in the homes of people and asked them a

detailed set of questions which could take up to 30 minutes. The questionnaire we presented to our sample of voters was designed in the language mainly spoken in the respondents' State. In Gujarat in Gujarati, in Kerala in Malayalam, etc. Each PC/AC was covered by a team of two FIs, except Tamil Nadu where a team of four FIs was sent to each AC due to late start of fieldwork. A total 216 field investigators conducted the survey at 404 locations.

Distribution of the Sample

S. no.	State	Target sample	No. of ACs/PCs	No. of PSs	Achieved raw sample	Weighted sample
1	Andhra Pradesh	400	4	16	390	378
2	Assam	300	3	12	317	317
3	Bihar	800	8	32	802	797
4	Chhattisgarh	300	3	12	317	322
5	Delhi	300	3	12	266	267
6	Gujarat	400	4	16	391	397
7	Haryana	300	3	12	318	318
8	Jharkhand	300	3	12	317	321
9	Karnataka	500	5	20	568	577
10	Kerala	300	3	12	300	298
11	Madhya Pradesh	500	5	20	519	527
12	Maharashtra	1000	10	40	817	815
13	Odisha	500	5	20	510	504
14	Punjab	300	3	12	303	300
15	Rajasthan	500	5	20	552	559
16	Tamil Nadu	700	7	28	637	624
17	Telangana	300	3	12	297	293
18	Uttar Pradesh	1600	16	64	1621	1637
19	West Bengal	800	8	32	768	757
	Total	10,100	101	404	10,010	10,007

The achieved national sample is broadly representative of India's population, in terms of the country's general demographic profile. Data of each State has been weighted by gender, locality, caste group and religion as per Census 2011 percentages.

Profile of the achieved sample

	Share in the achieved raw survey sample (%)	Share in the weighted sample after weighting data of each state by key demographics (%)	Actual share in India's total population as per Census 2011 (%)
Women	46	48	49
Urban	34	32	31
SC	19	18	17
ST	10	9	9
Muslim	13	14	14
Christian	2	2	2
Sikh	3	3	2

Note: Figures have been round off.

The survey was coordinated by scholars from the Lokniti Network: E Venkatesu and Srinivas Rao Gangiredla (Andhra Pradesh), Dhruba Pratim Sharma and Nurul Hassan (Assam), Rakesh Ranjan (Bihar), Lakhan Choudhary (Chhattisgarh), Biswajit Mohanty and (Delhi), Bhanu Parmar (Gujarat), Kushal Pal and Anita Agarwal (Haryana), Harishwar Dayal and Amit Kumar (Jharkhand), Veenadevi and K L Nagesh (Karnataka), Sajad Ibrahim and Rincy Mathew (Kerala), Yatindra Singh Sisodia and Ashish Bhatt (Madhya Pradesh), Nitin Birmal (Maharashtra), Gyanaranjan Swain and Balaram Pradhan (Odisha), Ashutosh Kumar and Hardeep Kaur (Punjab), Sanjay Lodha and Nidhi Seth (Rajasthan), P Ramajayam (Tamil Nadu), Vageeshan Harathi and Ramya C. (Telangana), Mirza Asmer Beg, Shashikant Pandey and Sudhir Khare (Uttar Pradesh), and Suprio Basu and Jyotiprasad Chatterjee (West Bengal).

The survey was designed and analysed by a team of researchers at Lokniti, CSDS. The team included Amrit Negi, Amrit Pandey, Anurag Jain, Dhananjay Kumar Singh, Himanshu Bhattacharya, Jyoti Mishra, Manjesh Rana, Sakshi Khemani, Shreyas Sardesai and Vibha Attri. The survey was directed by Prof. Sanjay Kumar, Prof. Suhas Palshikar and Prof. Sandeep Shastri of Lokniti.