

## Pre Poll Study 2024 – Method Note

(Lokniti Team)

As part of National Election Study (NES) 2024, Lokniti Programme of the Centre for the Study of Developing Societies (CSDS) conducted a pre-election survey (pre-poll). The survey was conducted between March 28<sup>th</sup> to 8<sup>th</sup> April, 2024. A total of 10019 respondents spread across 19 States of India - Andhra Pradesh, Assam, Bihar, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal, Delhi, Jharkhand, Chhattisgarh and Telangana. The survey was conducted in 400 polling stations (PSs) spread across 100 Assembly Constituencies (AC) in 100 Parliamentary Constituencies (PC).

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, 40 respondents were randomly selected using the systematic method from the electoral rolls of the sampled polling stations. Of these 40, we set a target of 25 interviews per polling station.

### Distribution of Sample

	Original target after applying state population proportion and then making qualitative adjustments	Total PCs selected (@100 interviews per PC)	Total ACs	Total PSs	Target interviews per PS	Achieved Raw sample	Final weighted sample
Andhra Pradesh	500	5	5	20	25	498	634
Assam	300	3	3	12	25	310	176
Bihar	700	7	7	28	25	683	875
Gujarat	500	5	5	20	25	506	501
Haryana	200	2	2	8	25	201	174
Karnataka	600	6	6	24	25	620	585
Kerala	300	3	3	12	25	300	297
Madhya Pradesh	600	6	6	24	25	598	531
Maharashtra	900	9	9	36	25	910	902
Odisha	400	4	4	16	25	401	417

	Original target after applying state population proportion and then making qualitative adjustments	Total PCs selected (@100 interviews per PC)	Total ACs	Total PSs	Target interviews per PS	Achieved Raw sample	Final weighted sample
Punjab	300	3	3	12	25	302	228
Rajasthan	600	6	6	24	25	600	542
Tamil Nadu	700	7	7	28	25	653	745
Uttar Pradesh	1500	15	15	60	25	1514	1523
West Bengal	800	8	8	32	25	797	990
Delhi	200	2	2	8	25	205	152
Jharkhand	300	3	3	12	25	313	223
Chhattisgarh	200	2	2	8	25	197	175
Telangana	400	4	4	16	25	411	347
	<b>10000</b>	<b>100</b>	<b>100</b>	<b>400</b>	<b>25</b>	<b>10019</b>	<b>10019</b>

Once we identified our sample, trained field investigators were sent to the field to conduct face-to-face interviews using pre-designed mobile App. The questionnaire for the survey was translated into Hindi and regional languages spoken in respective states. Though the sample is relatively small, but the total number of voters interviewed represent the social reality of the voters of India, i.e. the sample is truly representative of the voters of India with regard to social composition.

#### Profile of the achieved national sample

	Share in the achieved raw survey sample (%)	Share in the weighted sample after applying state proportion (%)	India's total population as per Census 2011 (%)
Female	46	46	<b>49</b>
Urban	31	31	<b>31</b>
Dalit	17	17	<b>17</b>
Adivasi	10	10	<b>9</b>
Muslim	11	12	<b>14</b>
Christian	3	3	<b>2</b>
Sikh	3	2	<b>2</b>

The Lokniti team which coordinated and analyses the data, constituted of Vibha Attri, Jyoti Mishra, Devesh Kumar, Abhinav Pankaj Borbora, Nirmanyu Chauhan, Rishikesh Yadav, Himanshu Bhattacharya and Dhananjay Kumar Singh.

In order to make correction for under- representation of any social groups, weights have been applied (*Table 1*).

**Table 1: Social profile of achieved sample**

	Census 2011	Survey Estimates
Female	48.53	46
Urban	31.21	31
Dalit	16.83	17
Adivasi	8.02	10
Hindu	80.77	80
Muslim	13.85	11
Christian	1.76	3
Sikh	1.73	2

In each state, the survey was coordinated by Lokniti Network which includes E Venkatesu (Andhra Pradesh), Dhruba Pratim Sharma (Assam), Rakesh Ranjan (Bihar), Bhanu Parmar (Gujarat), Harish Kumar (Haryana), Veena devi (Karnataka), Sajad Ibrahim (Kerala), Yatindra Singh Sisodia (Madhya Pradesh), Nitin Birmal (Maharashtra), Gyanaranjan Swain (Odisha), Jagroop Kaur (Punjab), Sanjay Lodha (Rajasthan), Gladston Xavier (Tamil Nadu), Mirza Asmer Beg and Shashikant Pandey (Uttar Pradesh), Suprio Basu (West Bengal), Biswajit Mohanty (Delhi), Harishwar Dayal (Jharkhand), Akash Tawar (Chhattisgarh) and Vageeshan Harathi (Telangana).

The Study was directed by Sanjay Kumar, Suhas Palshikar and Sandeep Shastri.