The Freedom to Publish
Opinion Poll Results

A Preliminary Update of 2017

Presented by

Dr Robert Chung
President of WAPOR Asia
This is the sixth study conducted by WAPOR.

Previous surveys were conducted in 1984, 1992, 1996, 2002 and 2012.

Fieldwork period: July 11 to October 1, 2017.

140 countries/regions have participated.

The main themes of the 2017 survey are:
- Poll embargo prior to elections
- Restrictions for conducting exit polls and publication
- Awareness and conformity to codes or guidelines
- Evaluation of overall poll quality, problems of conducting polls, etc.
Countries /regions participated–overview
Freedom to Publish
Opinion Poll Results
Survey results
I. Poll Restrictions
“Blackout periods” for pre-election polls (2017 vs 2012) – World Overview

Percentage of countries/regions have blackout periods prior to elections INCREASED.

Yes
- 2017 (n=135): 60%
- 2012 (n=83): 46%

No
- 2017 (n=135): 40%
- 2012 (n=83): 54%
"Blackout periods" for pre-election polls (Asia vs other countries/regions)

Fewer countries/regions in Asia have blackout periods prior to elections.

- Yes: 54% (Asia n=37) vs 62% (Other countries n=98)
- No: 46% (Asia n=37) vs 38% (Other countries n=98)
II. Exit Polls
11% of the countries/regions CANNOT conduct exit polls AT ALL.
Restrictions for conducting exit polls (Asia vs other countries/regions)

21% of Asian countries/regions CANNOT conduct exit polls AT ALL.

* Multiple answers allowed
III. Codes and Practices
73% are aware of WAPOR Code of Ethics.

Breakdown by regions not yet available

* Question wordings changed in 2017 survey:
  2017 - To what extent are you familiar with each of the following Codes and Guidelines?
  2012 - Are you aware of the existence of the ESOMAR/WAPOR International Code of Practice for the Publication of Public Opinion Poll Results?
Conformity to codes/guidelines (2017 vs 2012) – World Overview

7% said no pollsters conform to the codes and practices in their countries/regions.

<table>
<thead>
<tr>
<th>2017 Survey (n=121)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most pollsters conform</td>
<td>20%</td>
</tr>
<tr>
<td>Some pollsters conform</td>
<td>27%</td>
</tr>
<tr>
<td>Few pollsters conform</td>
<td>28%</td>
</tr>
<tr>
<td>None conforms</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>18%</td>
</tr>
</tbody>
</table>

New wordings in 2017, thus do direct comparison.

<table>
<thead>
<tr>
<th>2012 Survey (n=85)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, generally</td>
<td>45%</td>
</tr>
<tr>
<td>No, a few polls conform at least fairly well</td>
<td>32%</td>
</tr>
<tr>
<td>No poll conforms</td>
<td>4%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>20%</td>
</tr>
</tbody>
</table>
Conformity to codes/guidelines

*(Asia vs other countries/regions)*

FEWER Asian countries regard pollsters generally conform to the codes and practices.
IV. Quality of Polls
22% said polls conducted in their countries are of VERY HIGH quality.

* Answer wordings changed in 2017 survey:
2017 – Very high quality / somewhat high quality / neither high nor low quality / somewhat low quality / very low quality
2012 – High general quality level / fair general quality level / neither high nor low / rather low general quality level / low general quality level

Caution: New wordings in 2017
Asia representatives appraised the polls conducted in their countries less positively than that of other countries/regions.

![Bar chart showing the quality of polls in Asia and other countries/regions](chart.png)
Journalistic handling of polls
(2017 vs 2012) – World Overview

48% think that the journalistic handling by their country’s mass media is of somewhat/very LOW quality level.

* Answer wordings changed in 2017 survey:
2017 – Very high quality / somewhat high quality / neither high nor low quality / somewhat low quality / very low quality
2012 – High general quality level / fair general quality level / neither high nor low / rather low general quality level / low general quality level

Caution: New wordings in 2017
Nearly half of Asia representatives regard the journalistic handling of polls in their countries or regions of neither high nor low quality.
End of Overviews

Panel discussion questions
1) Freedom of polling in each country;
2) Quality of POR in each country;
3) What WAPOR-ASIA can do for you?
End of Overviews

Panel discussion questions
1) Freedom of polling in each country;
2) Quality of POR in each country;
3) What WAPOR-ASIA can do for you?