IRANPOLL

Unveiling Iran

Iranian Presidential Election 2017

Pre-election National Opinion Polls (April 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 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.

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 between April 11 and 14, 2017 among a representative sample of 1,005 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 75%. The completion rate was 84%.
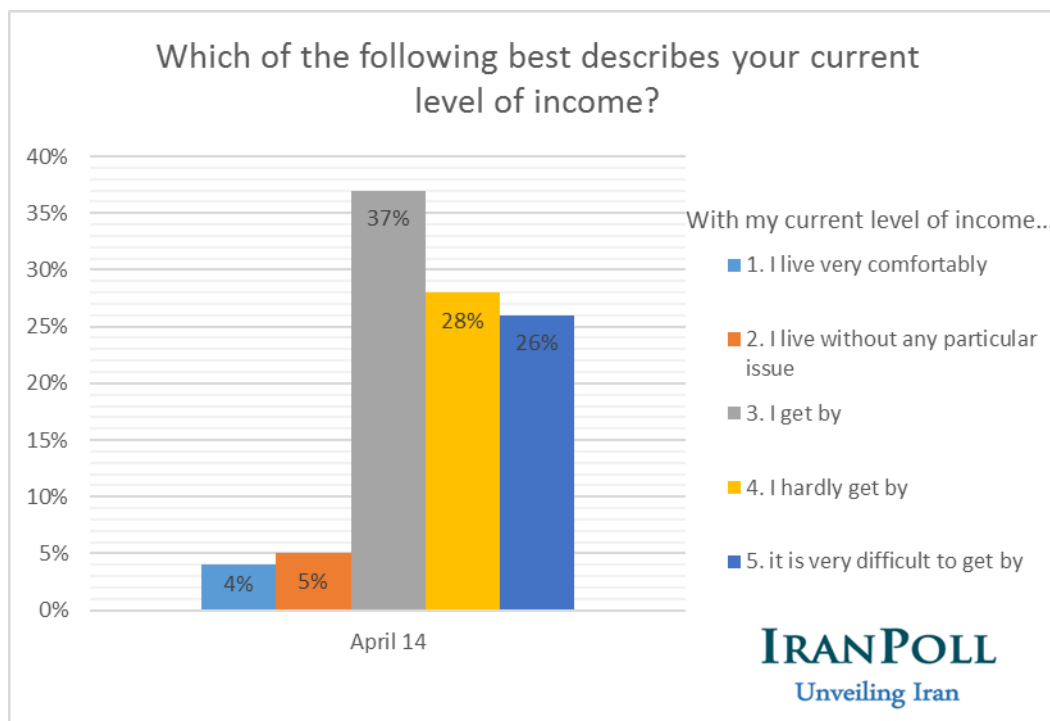
All the interviews were conducted using computer-assisted telephone interview (CATI). All interviews were monitored in real-time by call-center supervisors.

For more details on IranPoll's methodology please refer to: https://www.iranpoll.com/method

Survey Results
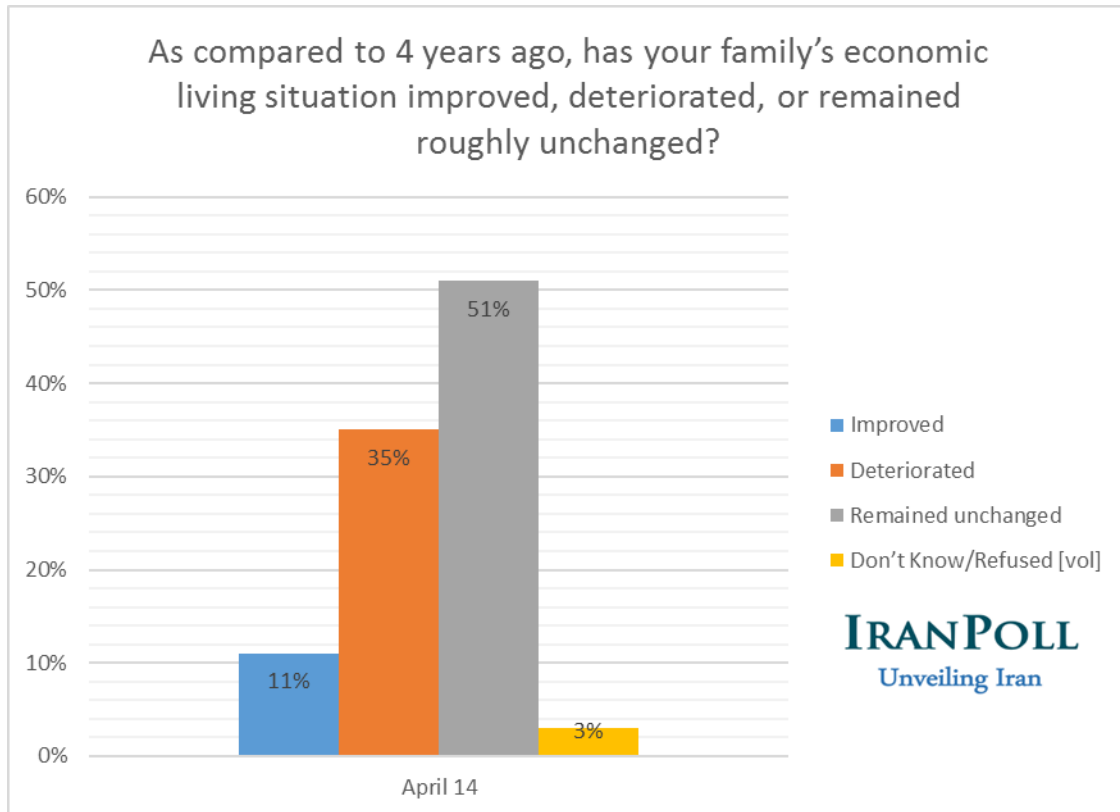
Q1. Which of the following best describes your current level of income?

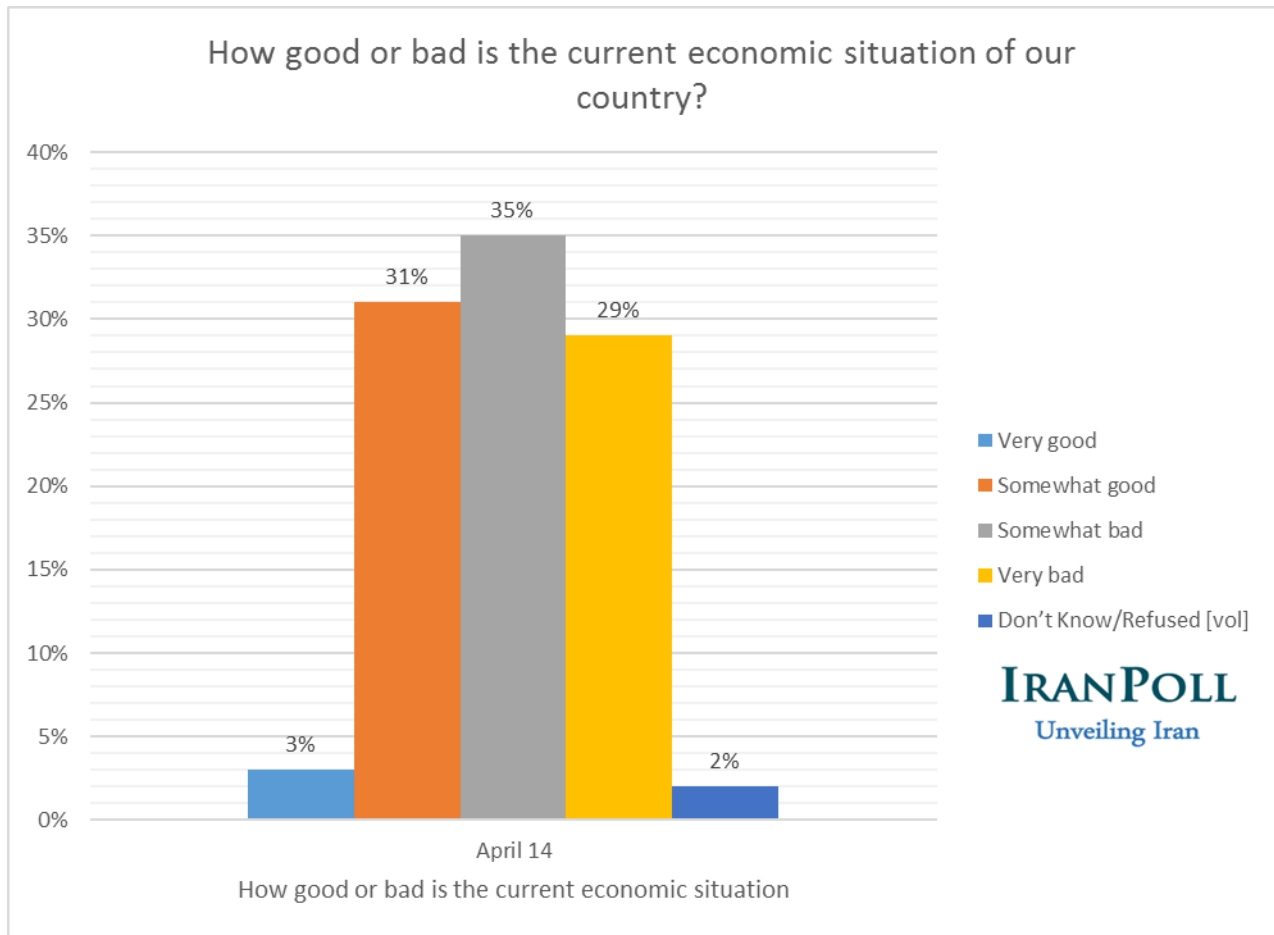| With my current level of income…	April 14
1. I live very comfortably	4%
2. I live without any particular issue	5%
3. I get by	37%
4. I hardly get by	28%
5. it is very difficult to get by	26%

Q2. As compared to 4 years ago, has your family's economic living situation improved, deteriorated, or remained roughly unchanged?

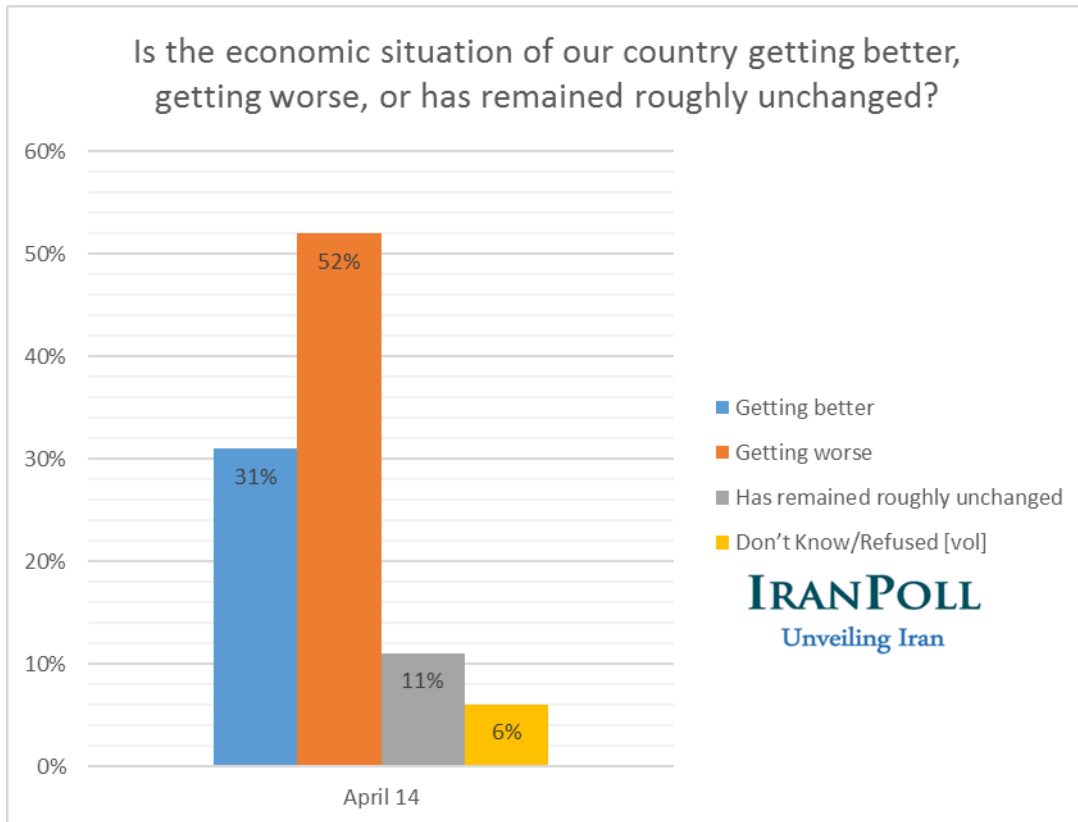|	April 14
Improved	11%
Deteriorated	35%
Remained unchanged	51%
Don't Know/Refused [vol]	3%

As compared to 4 years ago, has your family's economic living situation improved, deteriorated, or remained roughly unchanged?

Q3. How good or bad is the current economic situation of our country?

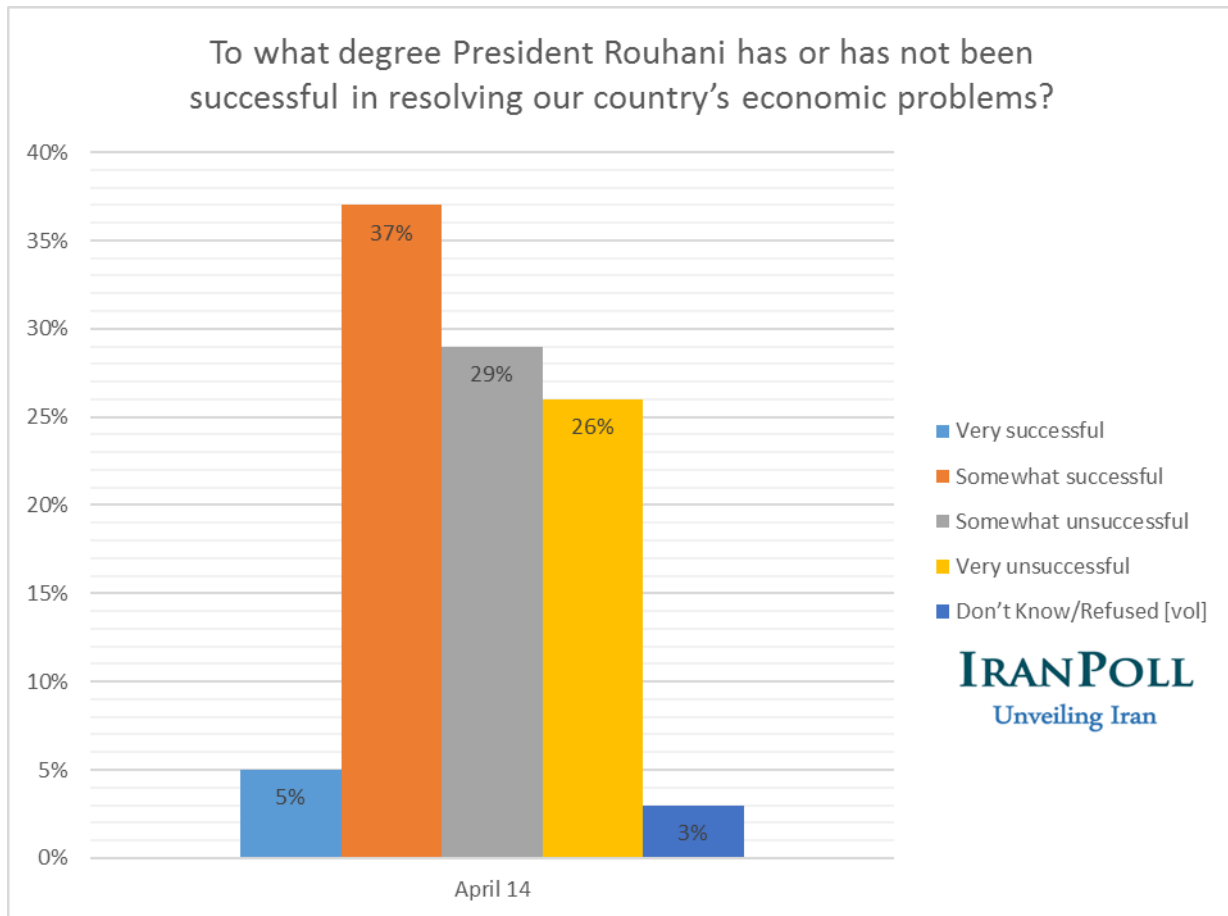|	April 14
Very good	3%
Somewhat good	31%
Somewhat bad	35%
Very bad	29%
Don't Know/Refused [vol]	2%

Q4. Is the economic situation of our country getting better, getting worse, or has remained roughly unchanged?

	April 14
Getting better	31%
Getting worse	52%
Has remained roughly unchanged	11%
Don't Know/Refused [vol]	6%

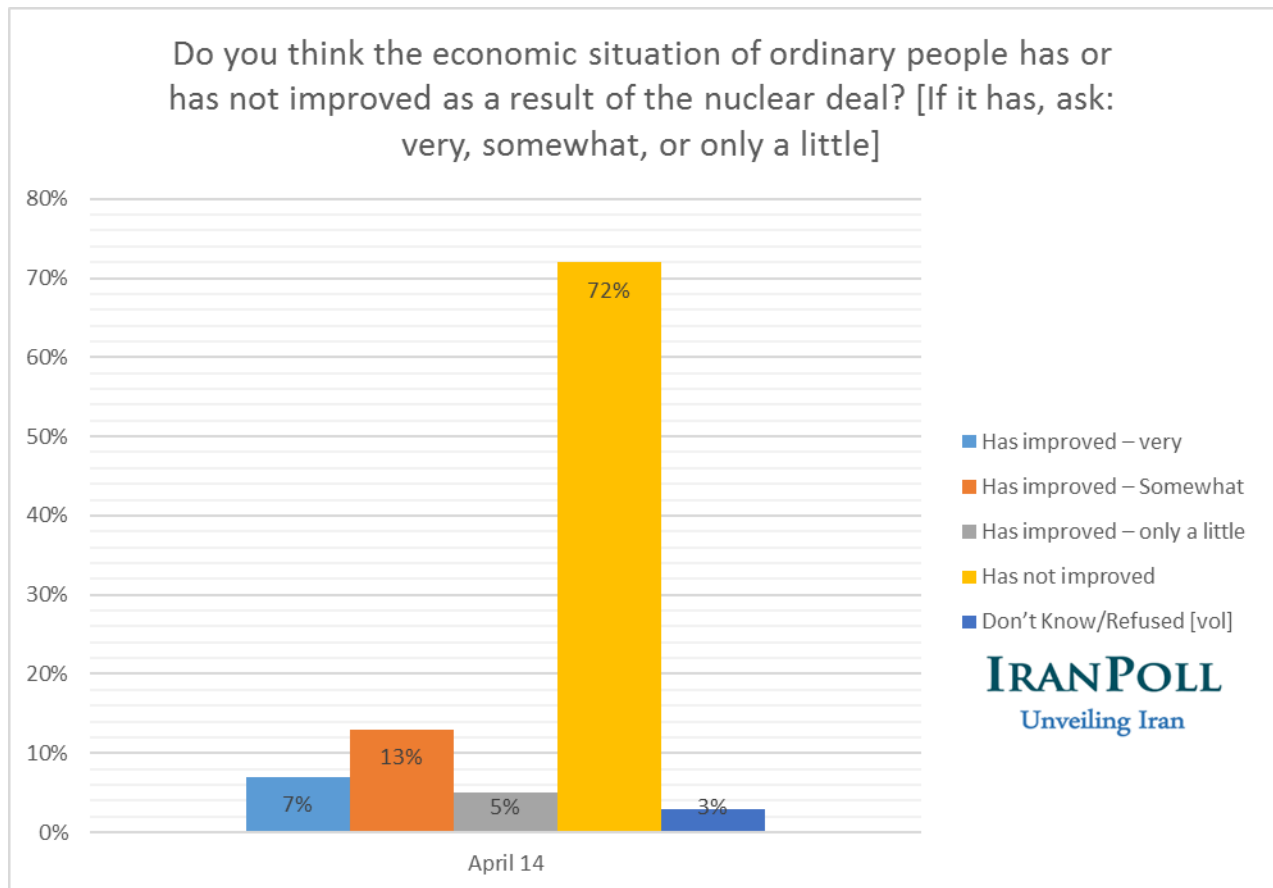Is the economic situation of our country getting better, getting worse, or has remained roughly unchanged?

Q5. To what degree President Rouhani has or has not been successful in resolving our country's economic problems?

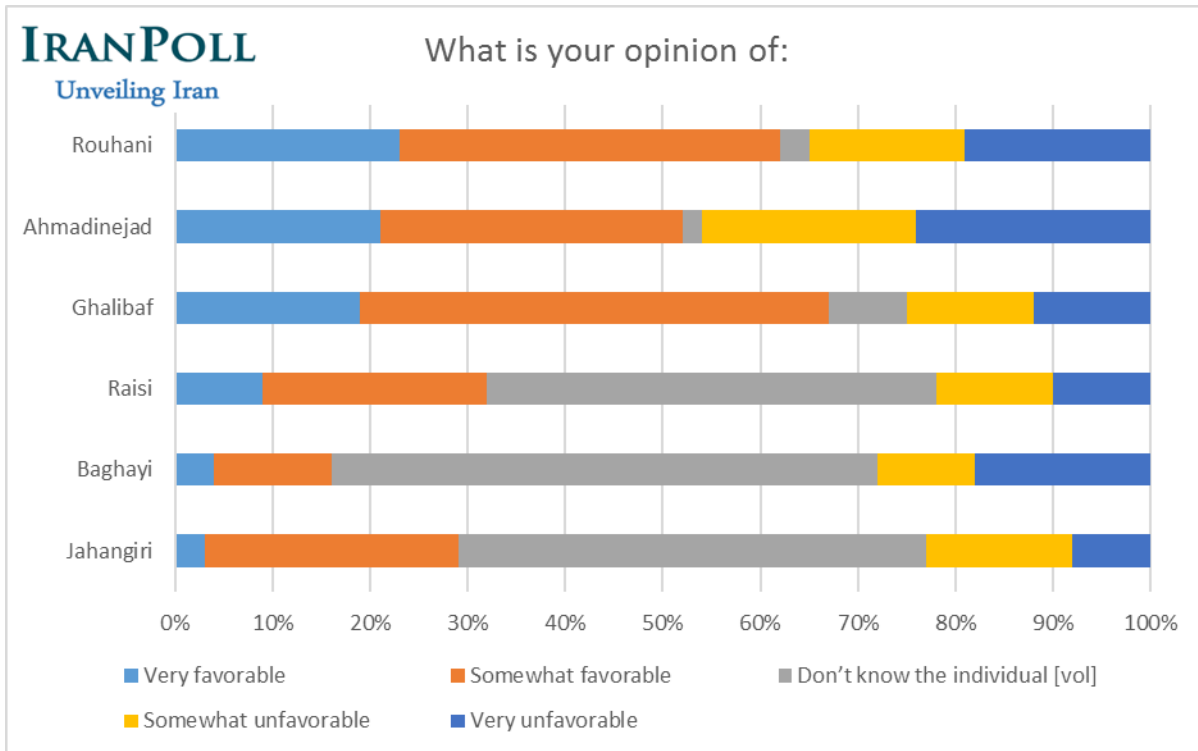|	April 14
Very successful	5%
Somewhat successful	37%
Somewhat unsuccessful	29%
Very unsuccessful	26%
Don't Know/Refused [vol]	3%

Q6. Do you think the economic situation of ordinary people has or has not improved as a result of the nuclear deal? [If it has, ask: very, somewhat, or only a little]

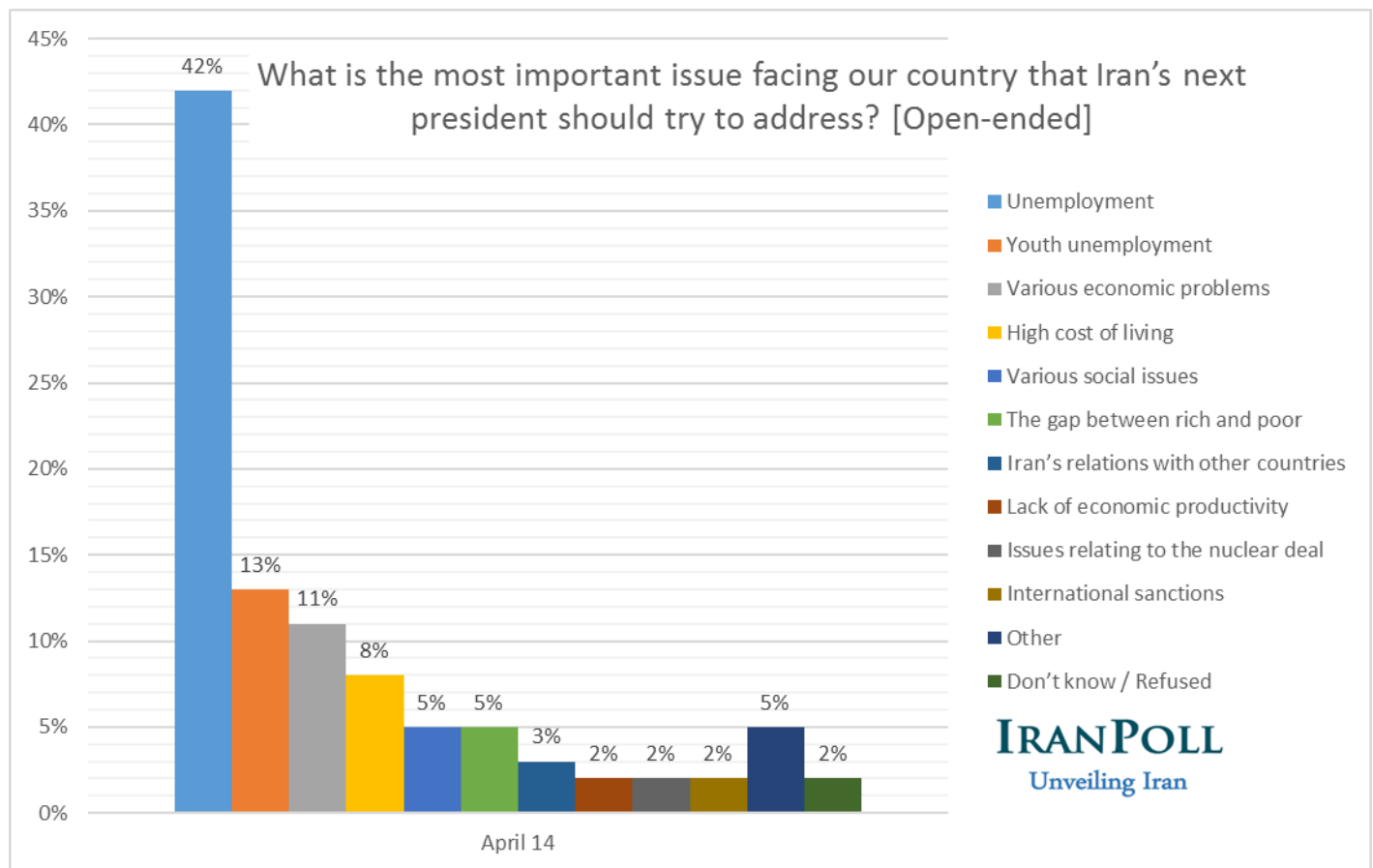|	April 14
Has improved – very	7%
Has improved – Somewhat	13%
Has improved – only a little	5%
Has not improved	72%
Don't Know/Refused [vol]	3%

Q7. What is your opinion of:

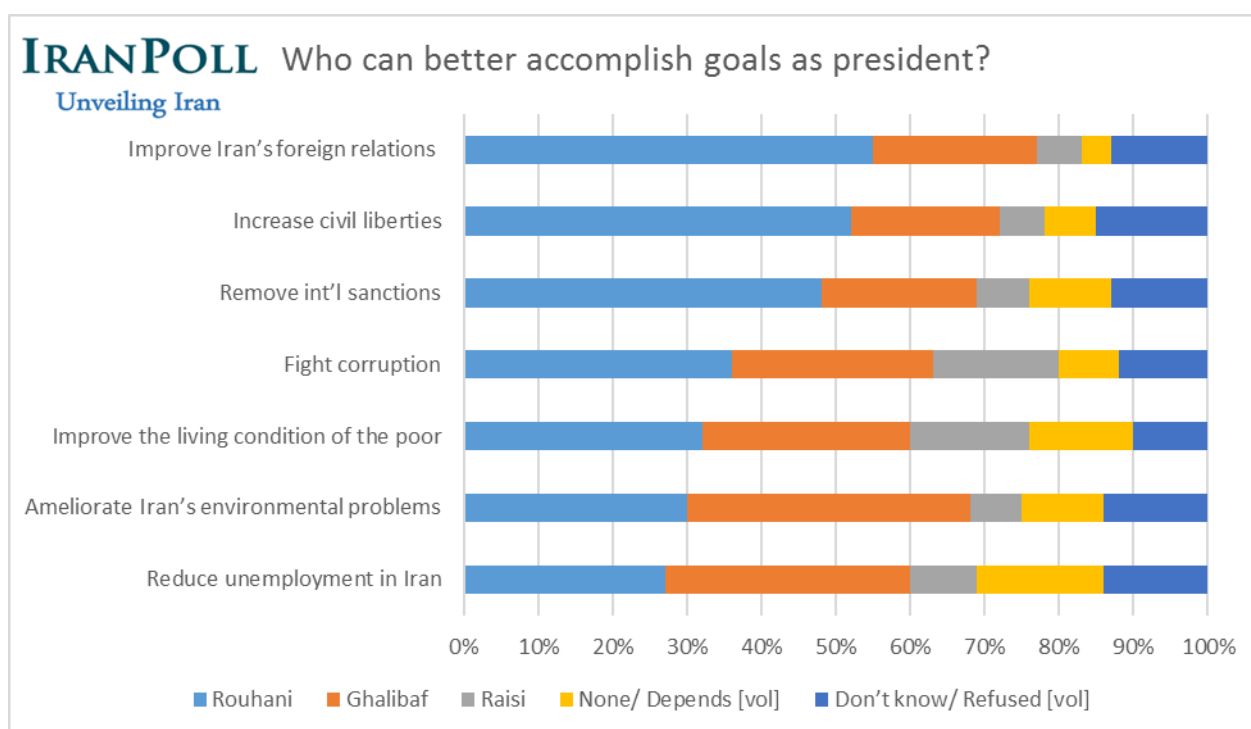| April 14	Very favorable	Somewhat favorable	Don't know the individual [vol]	Somewhat unfavorable	Very unfavorable
Rouhani	23%	39%	3%	16%	19%
Ahmadinejad	21%	31%	2%	22%	24%
Ghalibaf	19%	48%	8%	13%	12%
Raisi	9%	23%	46%	12%	10%
Baghayi	4%	12%	56%	10%	18%
Jahangiri	3%	26%	48%	15%	8%

Q8. What is the most important issue facing our country that Iran's next president should try to address? [Open-ended]

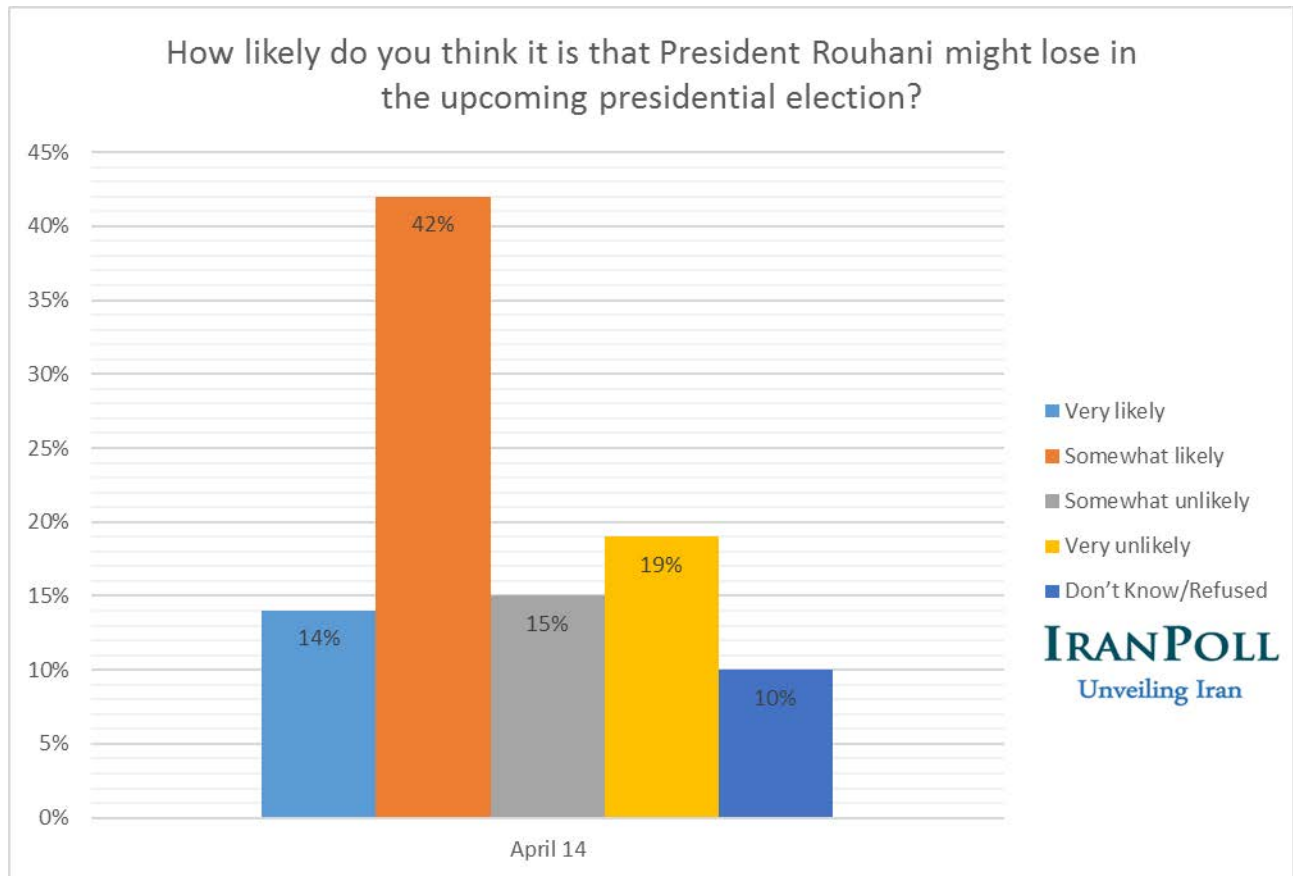|	April 14
Unemployment	42%
Youth unemployment	13%
Various economic problems	11%
High cost of living	8%
Various social issues	5%
The gap between rich and poor	5%
Iran's relations with other countries	3%
Lack of economic productivity	2%
Issues relating to the nuclear deal	2%
International sanctions	2%
Other	5%
Don't know / Refused	2%

Q9. Notwithstanding who you will vote for in the upcoming election, which of the following figures do you think can better accomplish these goals if he were to become Iran's next president?

April 14	Rouhani	Ghalibaf	Raisi	None/ Depends [vol]	Don't know/ Refused [vol]
Improve Iran's foreign relations	55%	22%	6%	4%	13%
Increase civil liberties	52%	20%	6%	7%	15%
Remove int'l sanctions	48%	21%	7%	11%	13%
Fight corruption	36%	27%	17%	8%	12%
Improve the living condition of the poor	32%	28%	16%	14%	10%
Ameliorate Iran's environmental problems	30%	38%	7%	11%	14%
Reduce unemployment in Iran	27%	33%	9%	17%	14%

Q10. How likely do you think it is that President Rouhani might lose in the upcoming presidential election?

	April 14
Very likely	14%
Somewhat likely	42%
Somewhat unlikely	15%
Very unlikely	19%
Don't Know/Refused	10%

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
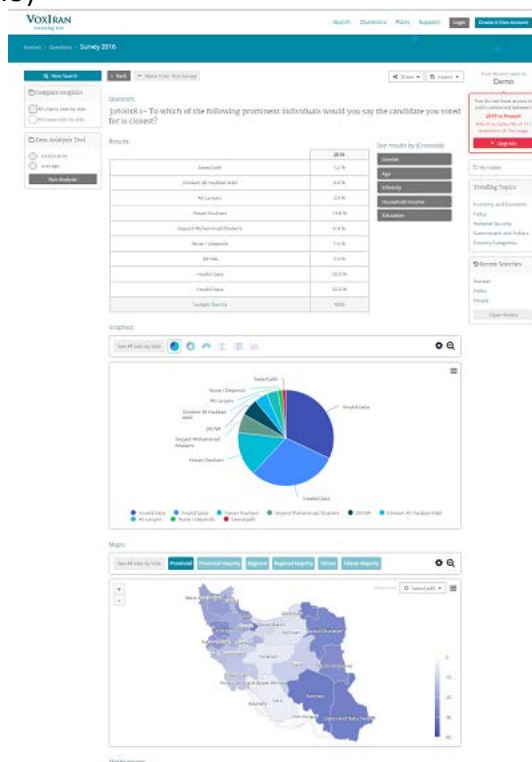
2. POLITICS:

- 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:
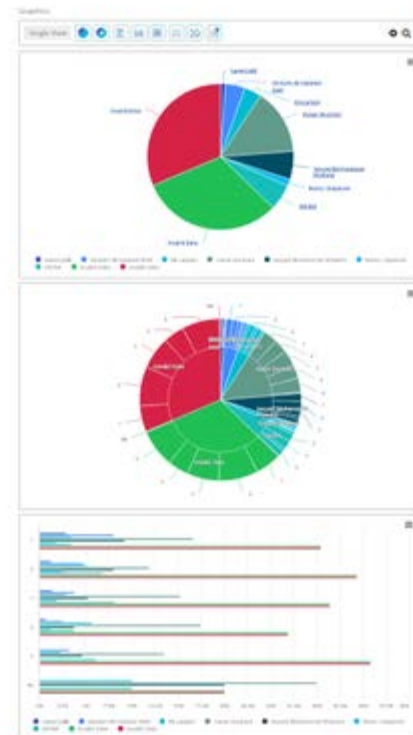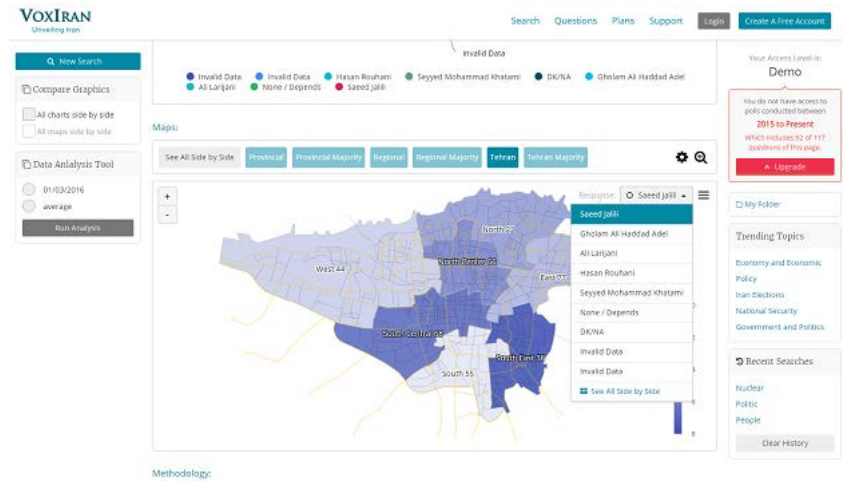
- Economy and Economic Policy

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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