IRANPOLL
Unveiling Iran

Iranian Presidential Election 2017

Pre-election results (16 May 2017)

Introduction

IranPoll is a Toronto based independent public opinion research and consultancy firm that exclusively focuses on demystifying people's opinion and behavior in complex societies and difficult contexts. It is directed by Dr. Amir Farmanesh, an Iranian/Canadian scholar, with a doctoral degree from University of Maryland School of Public Policy.

IranPoll relies on its vast survey capacity to conduct and collect polling data from complex societies 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). It operates multiple call centers with 87 active calling stations, and conducts over 150,000 interviews per year. 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.

Since its inception, IranPoll has provided public opinion and survey research services to clients from all over the world, including several major institutions of higher learning, including the University of Maryland, Princeton University, Cornell University, and Ohio State University, as well as research companies such as Ipsos, Kantar, Qualtrics, and GfK.

The results of the surveys conducted by IranPoll has also received extensive global coverage by major institutions, think-tanks, and media outlets, including the United States Institute of Peace, the Brookings Institution, the Atlantic Council, the Wilson Center, the Munich Security Conference, the Middle East Institute, the Carnegie Endowment, as well as media outlets, including the Wall Street Journal, New York Times, Washington Post, the Guardian, Reuters, Associated Press (AP), Bloomberg, USA Today, Los Angeles Times, Foreign Policy magazine, Haaretz (הארץ), and British Broadcasting Corporation (BBC).

Complementing its extensive field capacity, People Analytics is the developer of VoxNations and VoxIran, which is to date the single most comprehensive databank of Iranian opinion polls containing more than 3,300 diverse questions on 430 topics and subtopics from more than 350 probability sample surveys conducted from 2006 to 2017 in Iran.

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

Methodology

The study presented here 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

Survey Results

Q1. Please say the degree to which you have a favorable or an unfavorable view of:

A- Mohammad Bagher Ghalibaf

	May 16, 07
Very favorable	20
Somewhat favorable	45
Somewhat unfavorable	14
Very unfavorable	14
DK/NA [vol.]	7

B- Hassan Rouhani

	May 16, 07
Very favorable	29
Somewhat favorable	41
Somewhat unfavorable	11
Very unfavorable	15
DK/NA [vol.]	4

C- Seyyed Ebrahim Raisi

	May 16, 07
Very favorable	19
Somewhat favorable	29
Somewhat unfavorable	17
Very unfavorable	25
DK/NA [vol.]	10

D. Eshagh Jahangiri

	May 16, 07
Very favorable	13
Somewhat favorable	37
Somewhat unfavorable	16
Very unfavorable	21
DK/NA [vol.]	13

E. Mostafa Mirsalim

	May 16, 07
Very favorable	4
Somewhat favorable	30
Somewhat unfavorable	23
Very unfavorable	22
DK/NA [vol.]	21

F. Mostafa Hashemi Taba

	May 16, 07
Very favorable	2
Somewhat favorable	25
Somewhat unfavorable	26
Very unfavorable	23
DK/NA [vol.]	24

G. Mahmoud Ahmadinejad

	May 16, 07
Very favorable	22
Somewhat favorable	30
Somewhat unfavorable	16
Very unfavorable	28
DK/NA [vol.]	4

H- Mohammad Javad Zarif

	May 16, 07
Very favorable	36
Somewhat favorable	33
Somewhat unfavorable	17
Very unfavorable	8
DK/NA [vol.]	6

I- General Qasem Soleymani

	May 16, 07
Very favorable	53
Somewhat favorable	22
Somewhat unfavorable	6
Very unfavorable	7
DK/NA [vol.]	12

[Q3-Q5 was asked from those who expressed they will vote]
Q3. If the election was to be held tomorrow, which one of following candidates would you be most likely to vote for?

May 16, 07	% of Total	DK/NA Excluded
Rouhani	51	58.0
Raisi	32	36.4
Jahangiri	2	2.3
Mirsalim	2	2.3
HashemiTaba	1	1.1
DK/NA [vol.]	12	

Q4. If only Rouhani and Raisi remain in the race, who would you vote for?

May 16, 07	% of Total	DK/NA Excluded
Mr. Rouhani	55	60.4
Mr. Raisi	36	39.6
DK/NA [vol.]	9	

Q5. Now assume that Ghalibaf had remained and, instead, Raisi would have left the race in favor of Ghalibaf. Also assume that other candidates besides Rouhani and Ghalibaf would also leave the race. In that case, who would you have been most likely to vote for? Rouhani or Ghalibaf?

	May 16, 07
Hassan Rouhani	46
Mohammad Bagher Ghalibaf	41
DK/NA[vol.]	13

[Asked from all]
Q6. Regardless of whether you are going to vote or not and your personal views about the candidates, which of the following candidates do you think will ultimately win?

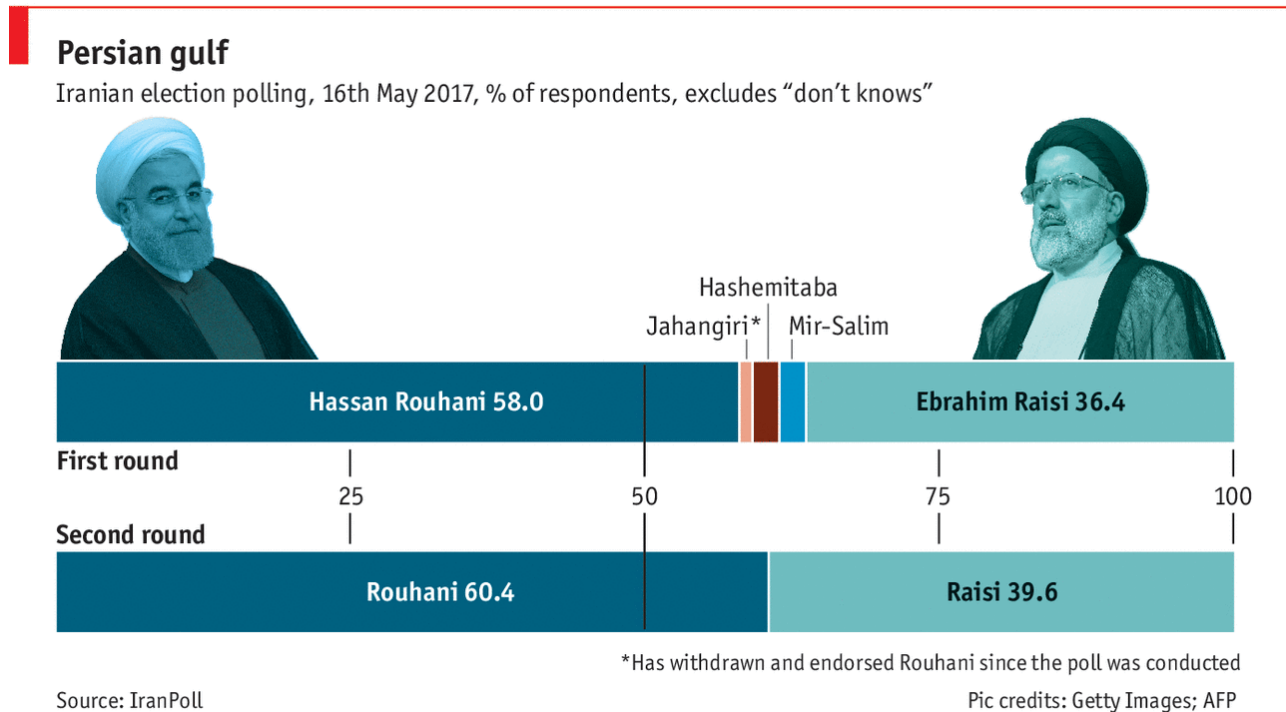|	May 16, 07
Rouhani	76
Raisi	18
Jahangiri	1
Mirsalim	*
HashemiTaba	*
DK/NA	5

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 57.14% for Hassan Rouhani and 38.28% 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: 57.14% - 58.00% = -0.86%
- Ebrahim Raisi: 38.28% - 36.40% = 1.88%

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%) – (57.14% - 38.28%) = 2.74%

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 3,300+ diverse questions on over 430 topics and subtopics from 330+ 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
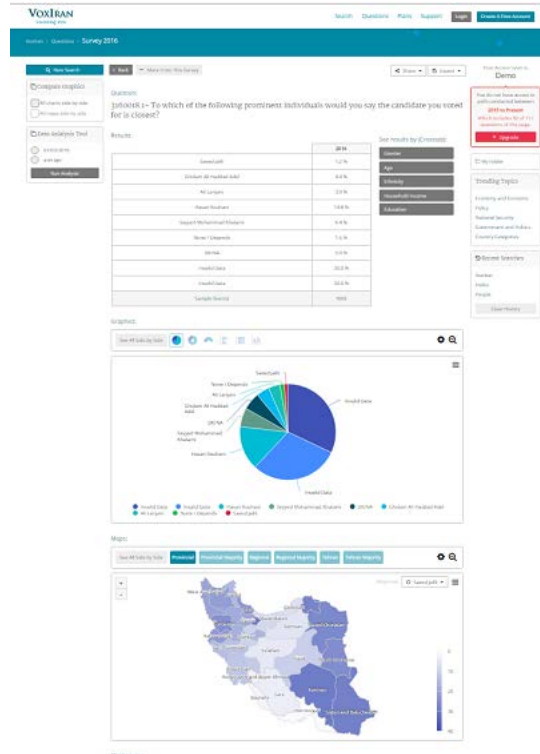

2. POLITICS:

- 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

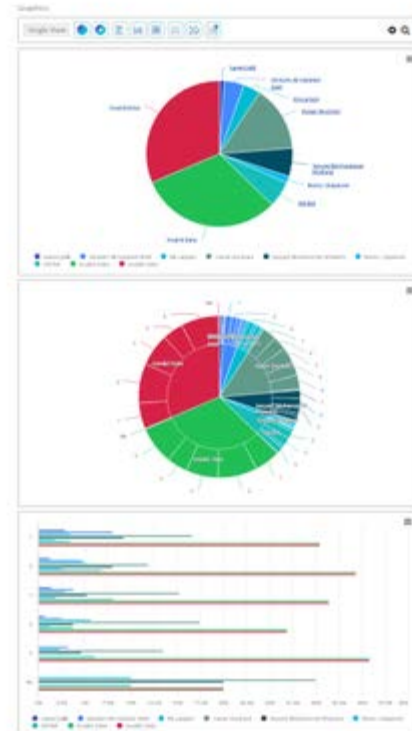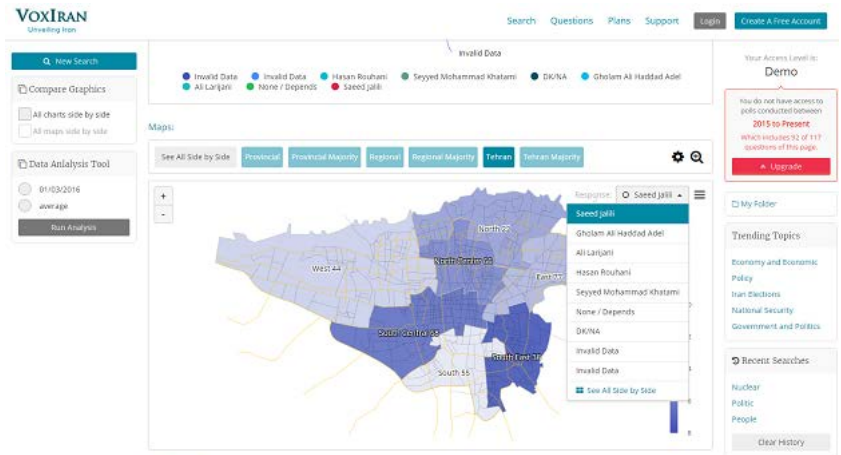# 6. ECONOMICS:
- Economy and Economic Policy

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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