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Research Grants PROPOSAL

Document Status: With Owner

ESRC Reference:

Research Grants (Open Call)

Organisation where the Grant would be held

Organisation	University of Liverpool	Research Organisation Reference:	132066
Division or Department	Politics		

Project Title [up to 150 chars]

Analyzing Violent 'Glocal' Conflicts in Global, Regional, Transnational, National and Local contexts using 'Global Centric' Samples

Start Date and Duration

a. Proposed start date

01 May 2017

b. Duration of the grant (months)

24

Applicants

Role	Name	Organisation	Division or Department	How many hours a week will the investigator work on the project?
Principal Investigator	Dr Colin Irwin	University of Liverpool	Politics	37.5
Co-Investigator	Professor Jonathan Tonge	University of Liverpool	Politics	2
Co-Investigator	Professor Adrian Blanchard Guelke	Queen's University of Belfast	Sch of Hist, Anthropol, Philos & Politics	1
Co-Investigator	Professor Michael Traugott	University of Michigan	Institute for Social Research	1

Classification

International in nature?

Yes

Please give details

Ijaz Gilani developed the Global Centric Sample with his team at the Gilani Research Foundation in Islamabad, Pakistan and at Gallup Pakistan. As the Chairman of these organisations he has been included on the Advisory Board of this project and through these organisations has contributed to the design of the sampling methodology and will provide a leading role in the processing, management and analysis of the data throughout the course of the project as well as archiving the data for third party use after the completion of the project through a dedicated portal on the Foundation's computers (see letter of support for details).

Ijaz Gilani is also a VP of WIN Gallup International, a consortium of 80 international polling companies covering 95 per cent of the world market. They will be employed as sub-contactors under the management of ORB International, a UK and US based company, through their UK office under the direction of their CEO Johnny Heald who is also a VP of WIN Gallup International. Ijaz Gilani and Johnny Heald, through their respective organisations and companies, are best placed globally to complete the data collection and processing for this project as leading contractors for numerous NGOs, IGOs, governments, their departments and agencies (see quotation from ORB International for details).

Alex Dunmire is Senior Director Analytic Services with DigitalGlobe. He has been working with Johnny Heald of ORB International on the analysis of Big Data (including their proprietary satellite data) with public opinion data in conflict settings when these include GPS coordinates. All the face-to-face interviews collected for this project in conflict settings across the MENA and West Asia region will have GPS coordinates and DigitalGlobe will add these data to their other data sets to graphically map the results for visual presentation and analysis (see letter of support and quotation from ORB International for details).

Professor Michael Traugott at the Institute for Social Research at the University of Michigan is included on the application as a Co-Investigator. As a Past President of the World Association of Public Opinion Research (WAPOR) along with many other grant and research appointments (for details see his cv included with this application) and as a leading methodologist in his discipline he has and will continue to critically review all aspects of the research project as a member of the Advisory Board.

Steve Killelea, the Founder and Executive Chairman of the Institute for Economics and Peace (IEP) based in Sydney, Australia (with offices in New York, NY, USA and Mexico) has agreed to add their extensive fact based data, collected from 162 different countries, to the perceptions based data collected by this project (see Case for Support for details). With a budget in the order of 5M USD per annum, the value of this data, collected each year for the past ten years to generate the Global Peace Index, Terrorism Index and Positive Peace Index, would run into many millions of dollars (see letter of support for details).

Objectives

List the main objectives of the proposed research [up to 4000 chars]

1. In the context of increased regionalisation and globalisation of violent conflict complete the design and development of a sample methodology to monitor and track world public opinion on matters of concern to the international community with particular reference to violent conflict.
2. Given the high costs and length of time to collect country based world polls design and develop alternative methodologies that are economic and time effective so that the procedure is repeatable for tracking purposes at a sustainable economic cost.
3. Generate demographic breakdowns in terms of gender, age, ethnicity, nationality, religion, language, income, economic activity and education at global, regional, transnational and G20 levels of analysis and use oversamples for other states and sub-state populations identified by the International Institute for Strategic Studies (IISS) to monitor opinion in critical violent conflicts that have the greatest regional and global impact.
4. Using a comparative instrument for measuring and monitoring violent conflict globally refine that instrument by translating it into all the major languages required for a global sample and cognitively test the instrument for consistency in meaning, understanding and results obtained. These results will include (1) open ended 'problems', (2) a list of common 'problems' for comparative analysis, (3) intensity and historical depth of conflict and (4) role of state and non-state actors.
5. Conflicts in the IISS database can be analysed by intensity, type and region as well as creating transnational samples when conflicts have created clearly identified threats to a region or even globally. These could include, for example, states adjacent to the South China Sea, Ukraine and regional states with Russian speaking minorities and MENA states as well as other states with Muslim majorities and minorities.
6. Specifically with an emphasis on the most significant of these conflicts in terms of global reach and on-going threat the research will focus on the West Asia and MENA states, other Muslim states and Muslims in general locally, regionally and globally with samples that can be broken down by sect, ethnicity, nationality and other sampled demographics.
7. Invite experts/stakeholders to propose a number of 'Solutions' for dealing with the West Asia/MENA conflicts and refine/redraft these 'Solutions' to achieve the widest possible consensus on their practical viability and cognitive acceptability/recognition. These 'Solutions' can include both policies for action and narratives that can be implemented/deployed locally, regionally and globally by states, NGOs and IGOs as may be appropriate with an emphasis on relevant UN resolutions.
8. Test these 'Solutions' or remedies to the 'Problems' to determine their acceptability not only amongst the target populations in conflict but also amongst transnational members of those groups as well as regionally and globally in general.
9. Disseminate all the results and conflict analysis as widely as possible through a dedicated website, reports, public presentations, seminars for key stakeholders and social media to create the greatest possible knowledge exchange impact for both stakeholders/public at large and to monitor the effectiveness of that impact through social media and associated web monitoring tools.
10. Combine the achieved public opinion data set with fact based data sets generated by the Institute for Economics and Peace for their Global Terrorism and Peace Indexes to identify both correlates and mismatches of perceptions and facts associated with conflicts, conflict analysis and peace.
11. Explore the potentials of 'Big Data' analysis by combining all the conflict related GPS located perceptions data with DigitalGlobe data.
12. Review all the work done/results and make best practice recommendations for the future monitoring and tracking of regional/global conflicts using perceptions/public opinion tools.

Summary

Describe the proposed research in simple terms in a way that could be publicised to a general audience [up to 4000 chars]

Public opinion polls have been used as an effective tool for conflict analysis since WWII as the willingness of individuals and groups to participate in violent conflict is significantly influenced by their perceptions of their social and political circumstances/ideology in relation to 'others'. More recently sampling and monitoring public opinion has also been used as an aid to the political negotiation and implementation of peace agreements. This work has generally been limited to specific

states/conflicts. But the processes of globalisation have had a significant impact on the dynamics of violent conflict escalating local conflicts into regional and transnational conflicts with a global reach in relatively short periods of time. Critically ad hoc polling on a country basis cannot monitor and track these conflicts and presently available global polls are too expensive and slow to do this effectively on a sustainable basis.

This project is designed to overcome these difficulties and demonstrate the viability of a new approach to the sampling and analysis of the post Arab Spring 'Glocal' conflicts in local, national, regional, transnational and global terms. These conflicts, most notably in Syria, Iraq, Libya, Somalia, Nigeria, Afghanistan and Pakistan are largely local with respect to immediate grievance but regional and transnational in terms of common cause and ideology. The critical elements of this project can be summarised as follows:

1. Instead of sampling each UN state separately and consolidating the data to create global and regional samples within which states can be analysed, a new sampling method will be used that treats the world as a single population to create a 'Global Centric' sample within which regions, states and sub-state populations are boosted with oversamples to more efficiently meet the requirements of the research agenda.
2. By using a common research instrument for the base/core Global Centric sample and booster samples it will be possible to identify problems specific to each conflict, examine comparatively a list of problems common to most conflicts, measure the intensity of conflict and the role of state and non-state actors. Additionally through a single set of demographic variables it will also be possible to analyse these data globally, by zone, region, sub-region, major states, states specifically targeted in the research design and sub-populations in these and other states in the context of religion, denomination, ethnicity, language, education, age, gender, income etc.
3. Using conflict resolution 'Peace Poll' methods developed in Northern Ireland a selection of solutions relating to grievance, both material and ideological, and both local and transnational will be tested across the whole sample where the solutions/options have a clear transnational dimension and within regions or specific states where the grievance being addressed is distinctly local.
4. By detailing the demographics of the populations involved in or at greatest risk of becoming involved in violent conflict and by combining those data with solution options that are most acceptable to the relevant actors/stakeholders it will be possible to identify the remedies that are likely to be most effective at the local, national, regional and global levels of implementation on a sound empirical basis.
5. The extensive DigitalGlobe GPS located and fact based global data sets compiled by the Institute for Economics and Peace (IEP) for their Global Terrorism Index and Peace Index will be combined with the perceptions and demographic data sets generated here. Significantly the IEP data sets lack both detailed demographics and data at a local level. The analysis of these 'Big Data' can be expected to generate new insights into the correlates and causes of violent conflict associated with Jihadist movements as well as revealing the relative merits of fact and perceptions based data and analysis.

Academic Beneficiaries

Describe who will benefit from the research [up to 4000 chars].

1. Academics, Research Institutes and Think Tanks: In broad conceptual terms the research will lead to better identification and understandings of conflicts in local, national, regional and global terms. In broad instrumental terms the project will help to bring conflicts and potential 'hot spots' to the attention of their governments and the international community from an independent third party source. It will also create opportunities for collaborative projects with shared data and in terms of capacity building it will provide them with data and research instruments for on-going conflict analysis with both a global baseline study and new sampling methodology that can offer a global omnibus service. More specifically the program will provide data, analysis and insights on all of the 11 research questions.

2. Students will benefit from the strongly comparative nature of the research that will provide them with insights and understandings of their and/or other conflicts and in capacity building terms they will be given access to the full global data set for secondary analysis using SPSS.

Staff Duties

Summarise the roles and responsibilities of each post for which funding is sought [up to 2000 characters]

Overall management of the project will be from the PI Dr. Colin Irwin, who has a track record of managing and delivering similar projects with an international dimension. Based in the Department of Politics at the University of Liverpool the PI will be responsible for (1) implementing the mission of the project; (2) managing the strategic direction of the research; (3) reporting outcomes to the Advisory Board; (4) managing the contract for externally commissioned polling; (5) manage and review the budget. Professor Jonathan Tonge, also in the Department of Politics at the University of Liverpool, and as a Co-I will provide managerial oversight and consult with Dr Irwin as required to ensure the smooth running of the project both at the University and with the ESRC. Emeritus Professor Adrian Guelke in the School of Politics, International Studies and Philosophy and the Senator George J. Mitchell Institute for Global Peace, Security and Justice at QUB, also joins the project as a Co-I to critically review all aspects of the project in his specific areas of expertise relating to terrorism and conflict and in this capacity will be a member of the Advisory Board. Similarly Professor Michael Traugott, at the Institute for Social Research at the University of Michigan in the USA is included as a Co-I and member of the Advisory Board to bring his expertise in public opinion research methodology to the project. It should be stressed however, that the overall management and success of the project is not limited to these salaried staff and named applicants alone. Ijaz Gilani through the Gilani Research Foundation and Gallup Pakistan can and will provide all the support required to complete the global polling project, research and analysis along with Johnny Heald at ORB International (see letters of support and ORB International quotation). They will also be on the Advisory Board with colleagues from the Universities of Birmingham and Oxford (see letters and Case for Support).

Impact Summary

Impact Summary (please refer to the help for guidance on what to consider when completing this section) [up to 4000 chars]

The development of a cost effective methodology for the collection of global public opinion will make such data significantly more available for the analysis of a wider range of problems that are increasingly global in character and in doing so also create new opportunities for polling and market research companies to offer such services. The Global Centric sample methodology used here is new and will provide the researchers and polling organisations involved with this project invaluable experience in the practical management, collection and analysis of these kinds of data sets. The Knowledge Transfer value of this project/experience is considerable and will be coordinated in combination with a UK based company that has strong international connections through which it is able to market the methodology globally and most significantly, from a market perspective, in the US through its partner company. To this end a Knowledge Transfer program will be established between the primary polling contractor and the project team/universities participating in this program of research.

Secondly the application of this methodology to problems in the analysis of conflicts with global dimensions will generate new data on the relationships between local, national, regional, transnational and global aspects of these conflicts and better identify the potential levers of conflict resolution. Critically these data, top line results, analytical findings and recommendations will be made available to all parties with an interest in the mitigation and resolution of such conflicts. This will be done through a proactive programme of dissemination using all available channels of media communications, publication and consultation to ensure that both stakeholders and users can benefit fully from conceptual and instrumental impact and capacity building based on the quality and scholarly integrity of the underpinning research. These beneficiaries can be categorised into three main groups of stakeholders and users as follows:

1. The peoples caught up in violent conflicts, local and regional authorities in states, state governments and regional and global IGOs with responsibilities for conflict resolution. For example regional IGOs would include the EU, African Union etc. and globally the UN departments of Political Affairs, Peace-building, UNDPKO, UNDP etc. World Bank and ICRC.

2. National and international NGOs engaged in conflict resolution, human rights advocacy, humanitarian aid and development. National NGOs in conflict states are numerous and varied. Internationally a few relevant NGOs would include: Amnesty International, Human Rights Watch, No Peace Without Justice, Minority Rights Group International, International Crisis Group, Transparency International, Oxfam, etc.

3. Students, academics and research institutions engaged in peace and conflict studies, religious and ethnic conflict, fragile states, development, security and public opinion/market research. This would include all universities, their relevant departments and institutions as well as relevant government think tanks (for example: Chatham House, RUSI in the UK, PRIO in Norway).

The management of communications will be shared between the research team, their institutions, research partners and primary polling contractor with input from the communications specialists in these institutions, organisations and companies. These specialists will be a necessary part of the management team.

Ethical Information

Has consideration been given to any ethical matters raised by this proposal ?

Yes

Please explain what, if any, ethical issues you believe are relevant to the proposed research project, and which ethical approvals have been obtained, or will be sought if the project is funded? If you believe that an ethics review is not necessary, please explain your view (available: 4000 characters)

Primary Research Ethics oversight will be managed through the University of Liverpool Research Ethics Committee, which in turn complies with ESRC Research Ethics standards. However, given the international breadth of running the collection of polling data in 180 countries through country specialist polling sub-contractors all such contracts will also comply with the ethical standards set by the World Association of Public Opinion Research (WAPOR 2014). It should also be noted that in the special case of 'violent conflict', the PI Colin Irwin and then President of WAPOR and Co-Investigator Michael Traugott drafted additional ethical guidelines for such work, which will also be followed (PeacePolls 2014).

Summary of Resources Required for Project

Financial resources

Summary fund heading	Fund heading	Full economic Cost	ESRC contribution	% ESRC contribution
Directly Incurred	Staff	130771.09	104616.87	80
	Travel & Subsistence	42000.00	33600.00	80
	Other Costs	0.00	0.00	80
	Sub-total	172771.09	138216.87	
Directly Allocated	Investigators	11862.72	9490.18	80
	Estates Costs	13946.13	11156.90	80
	Other Directly Allocated	0.00	0.00	80
	Sub-total	25808.85	20647.08	
Indirect Costs	Indirect Costs	87479.33	69983.46	80
Exceptions	Staff	0.00	0.00	100
	Equipment	700000.00	700000.00	100
	Other Costs	0.00	0.00	100
	Sub-total	700000.00	700000.00	
	Total	986059.27	928847.41	

Summary of staff effort requested

	Months
Investigator	25.25
Researcher	0
Technician	0
Other	0
Visiting Researcher	0
Student	0
Total	25.25

Other Support

Details of support sought or received from any other source for this or other research in the same field.
Other support is not relevant to this application.

Previous Proposals

Enter the ESRC reference numbers of any support sought or received from ESRC in the past five years.

ES/M008126/1

Staff

Directly Incurred Posts

			EFFORT ON PROJECT							
Role	Name /Post Identifier	Start Date	Period on Project (months)	% of Full Time	Scale	Increment Date	Basic Starting Salary	London Allowance (£)	Super-annuation and NI (£)	Total cost on grant (£)
Principal Investigator	Dr Colin Irwin	01/05/2017	24	100	gr8 sp 44	01/05/2018	47801	0	15200.72	130771.09
Total										130771.09

Applicants

Role	Name	Post will outlast project (Y/N)	Contracted working week as a % of full time work	Total number of hours to be charged to the grant over the duration of the grant	Average number of hours per week charged to the grant	Rate of Salary pool/banding	Cost estimate
Co-Investigator	Professor Jonathan Tonge	Y	100	176	2	111213	11863
Co-Investigator	Professor Adrian Blanchard Guelke	Y	0	0	0	0	0
Co-Investigator	Professor Michael Traugott	Y	0	0	0	0	0
						Total	11863

Travel and Subsistence

Destination and purpose		Total £
Outside UK	For Co-Investigator Professor Michael Traugott to travel to UK from US twice (2x2000GBP).	4000
Outside UK	For Dr Ijaz Gilani of Gilani Research Foundation to travel to the UK from Pakistan twice (2x2000GBP).	4000
Outside UK	For PI Colin Irwin to travel to the Gilani Research Foundation in Pakistan twice (2x2000GBP).	4000
Outside UK	For PI Colin Irwin to travel to the Institute for Economics and Peace (IEP) in Australia and IEP to travel to the UK (2x2000GBP).	4000
Outside UK	For all investigators and members of Advisory Board to give papers at international conferences (8x2000GBP).	16000
Within UK	Incidental travel for all Investigators and members of Advisory Board in UK between Belfast, Liverpool, Birmingham, Oxford and London (6x1000GBP).	6000
Outside UK	For PI Dr Colin Irwin to travel to DigitalGlobe in USA and DigitalGlobe to travel to UK (2x2000GBP)	4000
Total £		42000

Social Survey

Description	Survey Date	Basic price £	VAT £	Total £	Amount Sought £
A Global Centric sample of 25,000 plus 8,000 national and sub-national boosters. See the Technical Appendix, RFP and Tenders/Quotes for details.	01/07/2017	700,000.00	0.00	700,000.00	700,000.00
			Total £	700,000.00	700,000.00

Timetable estimates of the number of months after the start of the project to reach the following stages:

Stage	Number of Months
Completion of all preparation and design work	3
Commencement of fieldwork or material/information/data collection phase of study	6
Completion of fieldwork or collection phase of study	15
Commencement of analysis phase of study (substantive phase where research facilities are involved)	12
Completion of analysis phase of study	20
Commencement of writing-up of the research	12
Completion of preparation of any new datasets for archiving	20
Completion of writing-up	24

Data Collection

If the research involves data collection or acquisition, please indicate how existing datasets have been reviewed and state why currently available datasets are inadequate for this proposed research. If you do not state to the contrary, it will be assumed that you (as principal applicant) are willing for your contact details to be shared with the affiliated data support service (UK Data Service) working	Present global, regional, national and local surveys of public opinion are not integrated to create comparative data sets that can facilitate timely conflict analysis at all these levels of enquiry including transnational. The Global Centric sample with boosters proposed here can do this. See the Case for Support and Irwin (2015) for a review.
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with the Research Councils.	
Will the research proposed in this application produce new datasets?	Yes
Will this data be:	☒ Quantitative ☐ Qualitative
Please give a brief description of the datasets.	A Global Centric sample of 25,000 plus 8,000 national and sub-national boosters. See the Technical Appendix, RFP and Tenders/Quotes for details.
It is a requirement to offer data for archiving. Please include a statement on data sharing. If you believe that further data sharing is not possible, please present your argument here justifying your case.	All the data, questionnaires and SPSS files will be made available through the UK Data Service, PeacePolls, Gilani Foundation and ORB Inter. websites.
Who are likely to be the users (academic or non-academic) of the dataset(s)?	Both academic researchers and graduate students working on conflict analysis using SPSS and non-academics requiring global base-line data sets.
Please outline costs of preparing and documenting the data for archiving to the standards required by the affiliated data support service (UK Data Service) working with the Research Councils.	None - The data sets produced for this project will meet UK Data Service standards.

OTHER INFORMATION

Academic Reviewers

1	Name	Address	Town	Email Address
	Sir Robert Worcester	Ipsos MORI	London	rmworchester@yahoo.com

Academic Reviewers

2	Name	Address	Town	Email Address
	Dr Walter Kemp	Inst. fur die Wissenschaften vom Mensche	A-1090 Wien	wakemp2016@gmail.com

User Reviewers

1	Name	Address	Town	Email Address
	Lord John Alderdice	House of Lords	London	alderdicej@parliament.uk

User Reviewers

2	Name	Address	Town	Email Address
	Dr Walter Kemp	Inst. fur die Wissenschaften vom Menschen	A-1090 Wien	wakemp2016@gmail.com

Classification of Proposal

(a) User Involvement

The nature of any user engagement should be indicated

Design	x
Execution	x
Dissemination	x
Training	x
Not applicable	

Proposal Classifications

Research Area:

Research Areas are the subject areas in which the programme of study may fall and you should select at least one of these. Once you have selected the relevant Research Area(s), please ensure that you set one as primary. To add or remove Research Areas use the relevant link below. To set a primary area, click in the corresponding checkbox and then the Set Primary Area button that will appear.

Please select one or more Research Areas

Subject	Topic	Keyword
Development studies	Politics, International Relations and Development	Conflict, Peace, Security
Development studies	Politics, International Relations and Development	Democratisation
Development studies	Politics, International Relations and Development	Fragile states
Development studies	Politics, International Relations and Development	Globalisation
Development studies	Politics, International Relations and Development	Justice and Reconciliation
Development studies	Politics, International Relations and Development	
Political science and international studies	Conflict/War Studies	Terrorism and counter-terrorism
Political science and international studies	Conflict/War Studies	
Political science and international studies	Conflict/War Studies	Intra-state conflict/civil war
Political science and international studies	Conflict/War Studies	Origins of conflict
Political science and international studies	Peace Studies	Conflict
Political science and international studies	Peace Studies	
Political science and international studies	Peace Studies	Ethnic Conflict
Political science and international studies	Peace Studies	Peacebuilding
Political science and international studies	Peace Studies	Peacekeeping
Political science and international studies	Security Studies	
Political science and international studies	Security Studies	Conflict
Political science and international studies	Security Studies	Terror
Tools, technologies and methods	Social Statistics, Computation & Methods [Primary]	Survey Sampling Methods
Tools, technologies and methods	Social Statistics, Computation & Methods [Primary]	

Qualifier:

Qualifiers are terms that further describe the area of study and cover aspects such as approach and geographical focus. Please ensure you complete this section if relevant.

To add or remove Qualifiers use the links below.

Type	Name
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Approach	Experimental
Approach	International Comparative
Approach	Knowledge exchange
Approach	Large new datasets
Approach	Quantitative
Approach	Technique/Method Development
Collaboration location region	Africa
Collaboration location region	Central America inc Caribbean
Collaboration location region	Eastern Europe
Collaboration location region	Far East (China/Japan)
Collaboration location region	Mediterranean
Collaboration location region	Middle East
Collaboration location region	North America
Collaboration location region	Oceania
Collaboration location region	Russia and Central Asia
Collaboration location region	S Asia (Pakistan to Indonesia)
Collaboration location region	Scandinavia
Collaboration location region	South America
Collaboration location region	Western Europe
Project Engagement by Sector	Academic Users
Project Engagement by Sector	Business Sector
Project Engagement by Sector	General Public
Project Engagement by Sector	Other Public Sector
Project Engagement by Sector	Press and Media
Project Engagement by Sector	Third Sector
Public Engagement Methodology	Attitude study
Public Engagement Methodology	Consultation
Public Engagement Methodology	Mass media
Public Engagement Methodology	Opinion Poll
Public Engagement Methodology	Public dialogue discuss/debate
Public Engagement Methodology	Publication
Public Engagement Methodology	Website dominated activity
Time Period	Contemporary

Free-text Keywords:

Free-text keywords may be used to describe the programme of study in more detail. To add a keyword, you first need to search existing Research Areas by entering the keyword in the Search box and selecting the Filter button.

If the keyword is adequately reflected by one of the terms displayed below, click in the corresponding checkbox then select Save. If no potential matches are displayed, or none of those displayed are suitable, select the Add New button followed by the Save button to add it as a descriptor.

To add or remove those previously added use the links below.

Pathways to Impact (2 x A4 Sans Serif 11point)

New Methodology for Global Polls

The development of a cost effective methodology for the collection of global public opinion will make such data significantly more available for the analysis of a wider range of problems that are increasingly global in character and in doing so also create new opportunities for polling and market research companies to offer such services. The Global Centric sample methodology used here is new and will provide the researchers and polling organisations involved with this project invaluable experience in the practical management, collection and analysis of these kinds of data sets. The Knowledge Transfer value of this project/experience is considerable and will be coordinated in combination with a UK based company that has strong international connections through which it is able to market the methodology globally and most significantly, from a market perspective, in the US through its partner company. To this end a Knowledge Transfer program will be established between the primary polling contractor and the project team/universities participating in this program of research.

Omnibus Service for Global Polls

Specifically the best way to make sure third parties effectively use the knowledge generated from this project is to get third parties actively involved in the project as partners. The formal partners for this project firstly include the Worldwide Independent Network of the Gallup International Association (WIN/GIA), comprised of 75 companies that cover 95 per cent of the global market. They presently run an annual international omnibus service that allows clients to include questions in their End of Year (EoY) poll that covers 68 countries (WIN Gallup International, 2014) and through this service third parties will be offered an opportunity to include their questions in the Global Centric sample generated by this project that covers 182 countries. This will be done as an add-on omnibus service through WIN/GIA and the World Association of Public Opinion Research (WAPOR) and their regional associations. The contractors and applicants are executives and long standing active members of these organizations.

The Global Challenges Research Fund (GCRF)

Significantly this service can also be offered to all the ESRC, other research councils, agencies and partners involved in the Global Challenges Research Fund (GCRF). Importantly the Global Centric sample used for this project covers all of the states in the Organization for Economic Cooperation and Development (OSCE), Development Assistance Committee (DAC) list of Official Development Assistance (ODA) countries. In this way a cost effective vehicle can be provided for the inclusion of timely international comparative surveys on development topics against which systematic conflict data will be made available for comparative analysis. In this context this project directly addresses the ESRC/GCRF thematic priority of 'Shocks, security, risks and resilience' but there is no reason why third parties can not develop and run research questions to address the other ESRC/GCRF priorities of: building effective institutions in conflict-affected and fragile states; migration, mobility and development; and dynamics of inequality, innovation and inclusive economic growth (ESRC, 2016) as well as ODA and FCV (Fragility, Conflict and Violence) states in general.

Integration with 'Big Data'

DigitalGlobe as another formal partner is a leading provider of commercial high-resolution and advanced geospatial data are able to manage the explosion of location data from open source environments with the quantitative polling/surveys produced by this project as well as other forms of intelligence data. All the face-to-face interviews collected in conflict environments will have GPS coordinates which will allow DigitalGlobe to integrate these observations with all their other data sets to generate and visualize a spectrum of 'big data' analysis across the MENA and West Asia region. All data in the public domain will be analysed with this partner while intelligence data can be added and analysed by appropriate agencies as required.

Institutional and Academic Partners

The Institute for Economics and peace will be consulted at each stage of the project to make sure the perceptions based data generated from this project are compatible with and complement the fact based data that they use for global conflict and peace analysis. By providing local data to complement their global data and by also including critical demographics it will be possible to explore the 'local' verses 'global' dynamics of these 'glocal' conflicts. This will be done for the key MENA and West Asia states presently involved in various forms of conflict to help identify remedies with the potential for the greatest impact. In this way the application of this methodology to problems in the analysis of conflicts with global dimensions will generate new data on the relationships between local, national, regional, transnational and global aspects of these conflicts to better identify the potential levers of conflict resolution. Critically these data, top line results, analytical findings and recommendations will be made available to all parties with an interest in the mitigation and resolution of such conflicts. This will be done through a proactive programme of dissemination using all available channels of media communications, publication and consultation to ensure that both stakeholders and users can benefit fully from conceptual and instrumental impact and capacity building based on the quality and scholarly integrity of the underpinning research. These beneficiaries can be categorised into three main groups of stakeholders and users as follows:

1. The peoples caught up in violent conflicts, local and regional authorities in states, state governments and regional and global IGOs with responsibilities for conflict resolution. For example regional IGOs would include the EU, African Union etc. and globally the UN departments of Political Affairs, Peace-building, UNDPKO, UNDP etc. World Bank and ICRC.
2. National and international NGOs engaged in conflict resolution, human rights advocacy, humanitarian aid and development. National NGOs in conflict states are numerous and varied. Internationally a few relevant NGOs would include: Amnesty International, Human Rights Watch, No Peace Without Justice, Minority Rights Group International, International Crisis Group, Transparency International, Oxfam, etc.
3. Students, academics and research institutions engaged in peace and conflict studies, religious and ethnic conflict, fragile states, development, security and public opinion/market research. This would include all universities, their relevant departments and institutions as well as relevant government think tanks (for example: Chatham House, RUSI in the UK, PRIO in Norway).

Additionally, as well as making all the results available to these various IGOs, NGOs and research institutes all of these organisations will be invited to be active partners in the project by sending them a brief concerning the methodology and research instruments and inviting them to include additional questions on an omnibus basis. In this way any interested IGO, NGO or research institute will be able to become an active partner with the costs of that participation covered by the relatively small cost of running their additional question(s). This will be done on a cost only basis for research that is shared with other participants in the project but it can also be done on a commercial basis for agencies that wish to keep the results of their research in house. In this way it is hoped to develop a service for this methodology as a sustainable commercial product for both the academic research community and other research agencies.

Communications

The management of communications will be shared between the research team, their institutions, research partners and primary polling contractor with input from the communications specialists in these institutions, organisations and companies. These specialists will be a necessary part of the management team. Significantly the Institute for Economics and Peace is one of the most successful NGOs in getting their message out placing the Global Peace Index and their other products at the top of global media attention for peace research. This project will take full advantage of their expertise in this regard as project partners (Institute of Economics and Peace - Consulting Services, available at: <http://economicsandpeace.org/consulting/>)

CASE FOR SUPPORT (6 x A4 with Sans Serif 11point)

Title: Analyzing Violent ‘Glocal’ Conflicts in Global, Regional, Transnational, National and Local contexts using ‘Global Centric’ Samples. (150 characters maximum)

Applicants: Colin Irwin and Jonathan Tonge, University of Liverpool; Adrian Guelke, Queen’s University of Belfast; Michael Traugott, University of Michigan.

1. Objectives and Goals

The objectives detailed in the covering application are designed to meet three major goals:

1. To develop a cost effective methodology for sampling and tracking public opinion globally, regionally and locally as may be required for perceptions based research projects.
2. To apply this methodology to the analysis of violent conflict and conflict resolution.
3. To comparatively analyse the perceived and factual causes and potential remedies of violent conflict associated with ‘Glocal’ Jihadist movements locally, regionally and globally.

2. Introduction

Public opinion surveys have been used for conflict analysis since World War II and were developed as an aid for conflict resolution in support of negotiations and instrument of public diplomacy in Northern Ireland in the 1990s (Irwin, 2002). What are now referred to as ‘peace polls’ have subsequently been employed to bring the views of critical populations into peace processes in a number of conflicts around the world (Irwin 2012, 2016, Shamir and Shikaki 2010, Lordos, Kaymak and Tocci 2009). However, the application of this methodology has been done on an *ad hoc* basis and generally bespoke to a particular theatre of violence receiving international attention (UNDPKO, 2015). Significantly, the contemporary conflicts of greatest concern to the international community are not limited to national/state boundaries and by extension are not limited to national/state samples. These conflicts include, but are not limited to, the conflict over competing claims to seabed resources in the South China Sea, the conflict in the Ukraine and the conflicts across the Middle East and North Africa (MENA) as a result of the Arab Spring (RUSI, 2015 and Pew, 2015 for public awareness of these conflicts). Critically, these kinds of ‘Glocal’ (Stewart, 2016) conflicts can not be adequately sampled and tracked with traditional national/state samples as they have local, national, regional, transnational and sometimes global characteristics. The costs of global samples based on national samples are too high to make them sustainable for tracking purposes and semi-global samples can miss important elements of such conflicts. Additionally both methodologies can also miss critical sub-populations engaged in violent conflict. The use of ‘Global Centric’ samples with appropriate boosters for critical sub-populations can solve these problems (Irwin, 2015). This polling project is being undertaken to develop and refine this new methodology to monitor and track conflicts with a global dimension. Specifically, with a focus on the conflicts with the most extensive global reach this project will examine the wars across the MENA region and West Asia and by extension their impact on violent conflicts involving Muslim populations around the world.

3. Research Questions

The ‘Objectives’ are sequenced in the order required to meet the time line in the program of research and with an emphasis on the MENA and West Asia conflicts in regional and global context (Objective 6) a number of Research Questions will be addressed as follows:

1. What are the minimum data collection requirements (sample sizes and time frame) for the effective analysis of public opinion and violent conflict in global, transnational, regional, sub-regional, national and local contexts? (Objectives 1/2)
2. Which conflicts are purely local and/or national or have sub-regional, regional, transnational or global dimensions and to what extent and intensity and which groups are effected? (Objective-3)
3. What are the demographic profiles of groups in conflict at local, national, sub-regional, regional, transnational and global levels of analysis and by extension what is the potential for the expansion of

- these conflicts for populations sharing the same demographic characteristics? (Obj.-3/4)
4. Which apparently unconnected conflicts share common characteristics perhaps regionally and/or transnationally? (Obj.-4)
 5. What is the perceived threat locally, regionally and globally of the conflicts sampled? (Obj.-4/5)
 6. What is the extent and demographic profile of the Sunni/Shia conflict? (Obj.-4/6)
 7. What ‘problems’ (requiring ‘solutions’) are perceived to be the causes of continued violent conflict, for which groups, with which demographic profiles in which conflicts, at what intensity and historical memory, and what is the perceived role of state and non-state actors? (Obj.-4/6)
 8. Which communities locally, nationally, sub-regionally, regionally and globally will accept which ‘solutions’ for conflict resolution? (Obj.-7/8)
 9. What vehicles of dissemination can produce the greatest awareness of the critical parameters of global conflicts? (Obj.-9)
 10. What are the correlations and mismatches between fact and perception based data for both violent conflict and peace? (Obj.-10)
 11. In what ways can ‘Big Data’ add insights to these analyses? (Obj.-11)
 12. What research strategies and perceptions based sample designs can most effectively track and monitor global conflict on a cost effective sustainable basis? (Obj.-12)

4 Research Methods

4.1 Public Perceptions, Conflict and Global Conflict Analysis Theory and Practice: When it comes to conflict between different identity groups, perceptions by their members and leaders matter greatly in determining choices they make (Guelke 2004, Wolff 2006, Tonge 2014). Thus, public opinion polling can be an extremely useful tool to gather data which can be analysed to test hypotheses about causal factors at work in processes of escalation and de-escalation of conflicts and formulate effective policy responses. So far, public opinion research remains an under-utilised tool for conflict analysis. Furthermore, the complex relationships between religion, culture, economy, society and politics are not being investigated systematically at the sub-state, state, regional and global levels of analysis. This serious gap in the academic literature dealing especially with the phenomenon of international terrorism (Blick et al. 2006, Bonney 2004, Esposito 2002) has been partially recognized by the policy community (European Commission 2005, Home Office 2004) and in some of the academic literature (Guelke 2006, Tonge 2014). Global conflict analysis is presently dominated by the existing fact-based Global Peace Index (GPI 2014) which uses UN and Economist Intelligence Unit (EIU 2014) data to analyse the peace ‘profile’ of 162 UN member states annually while the International Crisis Group (ICG 2014) and International Institute of Strategic Studies (IISS 2015) regularly report on about 60 or 70 countries subject to violent conflict. But these analyses do not systematically sample the views of local populations and their perceptions of peace, violence and the problems that they consider a threat to their security. They also lack the detailed demographics essential for the social and political analysis of groups in conflict. Peace polls can do this and an instrument for general application has now been refined and tested for global deployment (Irwin and Deshmukh 2013; Irwin 2014, 2015).

4.2 Existing and Proposed Global, Semi-Global and Sub-Global Public Opinion Polls: Table 1 summarises the major sample features of the two omnibus polls undertaken annually by Gallup and WIN Gallup International on a worldwide basis characterised here as ‘Semi-Global’. Two omnibus polls undertaken by Ipsos/MORI and Globescan characterised as ‘Sub-Global’ and the ‘Global’ sample proposed by the Gilani Research Foundation (Gilani, I. and Gilani, B. 2013). Significantly the high costs and length of time it takes to collect the Gallup World Poll and the limited global coverage of the commercial market research semi-global samples (here Globescan and Ipsos/MORI) render them less cost effective for tracking global events than the Global Centric sample proposed by Gilani. The WIN Gallup International End of Year poll falls somewhere between the other polls in terms of both cost and coverage but still falls short of the Global Centric model in terms of cost effectiveness, sample time and world coverage (Irwin, 2015). Significantly ALL these polls require booster samples to monitor and track conflicts around the world, including the extensive Gallup World Poll.

Survey	Type of Sample	Number of States	Interview Methods	Global Sample %	Total Sample 'n'	Frequency of Sample	Units of Analysis
Gallup World Poll	Semi-Global	120 (2014) ¹	Mixed	Up to 160 states at 99%	143,000	6 months, 1 and 2 Years	120 states
WIN Gallup International End of Year	Semi-Global	65 (2014)	Mixed	Weighted for global average ²	64,000	1 Year	65 states
Globescan	Sub-Global	24 (2014) ³	Mixed	65%	24,000	1 Year	24 states
Ipsos/MORI	Sub-Global	24 (2014) ⁴	On-line	59%	17,580	As required	24 states
Gilani Research Foundation	Global	180	Mixed	99%	25,000	Less than 6 months	G20 plus 20 larger states and 35 regions

Table 1. Global, semi-global and sub-global surveys, the number of states sampled, interview methods, per cent of global sample, sample size 'n', frequency of sample and units of analysis.

4.3 Data Requirements for a Global Centric Poll to Monitor and Track MENA/West Asia Conflicts with Booster Samples for Critical Populations in Regional, Transnational and Global Context: An earlier design for this methodology used a Population Proportionate to Size (PPS) sample plan in which the size of each sample was always the same fraction/per cent of the population being sampled (Gilani, I. and Gilani, B. 2013). This model was used for an earlier analysis of the sample requirements for a global conflict analysis survey using the 'peace poll' methods (Irwin 2015). However, when this paper was presented at the WAPOR annual conference in Buenos Aires it was widely thought that a more efficient sampling plan could be achieved by reducing the size of samples for very large states, such as China and India, while increasing the sample sizes for relevant populations/states that were smaller, and then weighting the results accordingly. This has been done in Appendix I (in the Technical Appendix) to produce a non-PPS sample where table 1 lists the samples achieved for each region, table 2 lists all the states in these regions with their tier/sample size classification and correction weights and table 3 rank orders the states by size with their estimated margin of error.⁵ The key features of this sample and its associated fieldwork include the collection of a 25,000 (n) Global Centric sample as described in the Technical Appendix using a variety of sampling methods (internet, phone and face-to-face) as may be most appropriate in terms of cost effectiveness and accuracy. The collection of approximately 8,000 booster samples to document the critical populations required for conflict analysis, locally, regionally and globally. These are listed in Appendix II (in the Technical Appendix) to reflect the demographic profile of both the states in

¹ China was not included in 2014, which effectively reduced the Gallup World Poll sample by 18.9 per cent to less than 81 per cent. However when China is included the largest 120 states cover about 98 per cent of the world and 140 covers 99 per cent (Gallup 2014, Irwin 2014).

² The largest 65 states cover about 90 per cent of the world (WIN Gallup 2014, Irwin 2014).

³ Argentina, Australia, Brazil, Canada, Chile, China, France, Germany, Ghana, Greece, India, Indonesia, Israel, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, South Korea, Spain, Turkey, UK and USA (BBC 2014).

⁴ Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Mexico, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and United States (Ipsos/MORI 2014)

⁵ It has only been possible to include a sample for tables 2 and 3 due to space restrictions. The complete tables available on request include a breakdown for 190 states and territories.

conflict and the parties/groups to conflict. They are a subset of all the conflicts listed in the International Institute of Strategic Studies (IISS) database and reviewed more extensively in Irwin (2015). The fieldwork for the completion of the Global Centric sample, its evaluation and the collection of the booster samples will not exceed six month in total (ORB International Quotation).

4.4 Problems of Access: It is understood that some 'Hard-to-Reach Populations' in conflict zones can sometimes be very difficult to sample requiring exceptional methodologies and/or exclusions with appropriate explanations and documentation. The polling contractors for this project are very experienced with these issues collecting good samples in, for example, Syria (ORB International, 2015). However, at the time of writing this proposal Northern Sinai is particularly difficult due to restrictions imposed by the Egyptian government.

5. Products, analysis and outcomes

5.1 Sample Produced: The Global sample of 25,000 proposed here will be able to generate comparable results for the world as a whole ($n=25,000$), 3 zones of the world ($n>5,000$), 10 regions ($n>1,000$), 15 sub-regions ($n>500$) plus 2 countries at $n=1000$ (China and India), 23 at $n=500$, 16 at $n=300$, 2 at $n=200$, 36 at $n>100$, and 103 at $n<100$ for a total of 182 sampled states. This sample will provide for detailed demographic analysis of all the research questions at the most appropriate level of world, zone, region, sub-region and/or large state plus correlations and factor analysis of all states globally with fact based data sets generated by the Institute for Economics and Peace and by DigitalGlobe when face-to-face interviews include GPS coordinates. However smaller states and sub-populations require boosters which, for this project, include all states and sub-populations affected by the MENA and West Asia wars regionally and globally detailed in Appendix II of the Technical Appendix. Significantly, for example, the boosters for Iraq, Syria, Yemen, Afghanistan, Pakistan, Nigeria and Somalia raise 'n' to 1000 with boosters for critical sub-populations in a further 20 states.

5.2 Conflict Analysis: There is a long tradition in IR theory using a levels-of-analysis approach (e.g., Waltz 1959, Singer 1961). Models for the analysis of intra-state conflict, too, have more recently drawn on this approach (Brown 1996, Brubaker 1996, Wolff 2001), and identified a range of actors and structures relevant to explain causes, consequences and settlements of such conflicts (e.g., Adamson 2005, Collier and Hoeffler 2001, Cordell and Wolff 2009, Crawford and Kuperman 2005, Kemp 2004, Abuza 2003, Frost et al. 2003, Smith 2005, Wolff 2006). Drawing on these various approaches, we will use an analytical model to identify relevant actors and structures and their impact on the onset, duration, and termination of conflict at the sub-state, state, regional and global levels of analysis. Using a standard set of questions (Appendix III in the Technical Appendix) that employs the scales and methods developed in Northern Ireland, the Balkans, Middle East and Asia, a number of analysis can be completed that include: problems specific to the conflict being examined; problems common to most conflicts in comparative perspective; intensity of conflict and the role of state and non-state actors in conflict and peace making (questions 1 to 3). Critically the reports of respondent's perceptions will be analysed by all relevant demographic variables including the group affiliations of those subject to or involved in violent actions. As the same instrument will be used globally it will be possible to map both the reach of each conflict and its perceived impact comparatively with demographic breakdowns at the higher levels of analysis - national, regional, transnational and global.

5.3 Conflict Demographics: The critical demographic parameters are gender, age, ethnicity, religious denomination, language, education, marital status, household, employment, income, urban/rural, type of habitat, size of town and region. All these variables are covered in the World Values Survey and other regional barometers in considerable detail so using a sub-set of these demographic questions is the way forward. Most importantly, by using the World Values Survey demographic questions it will be possible to check the accuracy of the Global Centric sample against the results of this research as all these results are in the public domain. However, the World Values Survey demographic questions are as long or possibly even longer than the whole of the questionnaire proposed here in Appendix III.

With this point in mind a subset and/or reduced versions of the World Values Survey demographic questions should be used with care taken to make sure the units and categories are the same so that comparisons can still be made. Additionally, there are a few items that may need some special attention and these should be reviewed at the cognitive testing stage of the questionnaire. For example the coding for refugees and internally displaced persons (IDPs) and ‘employment’ in ‘militant’ or ‘paramilitary’ as well as military organisations. Finally it will be necessary to include a political affiliation/preference question specific to each country. This is done in the World Values Survey with a ‘who would you vote for/never vote for?’ question. But given the importance of various ‘militant’ and ‘paramilitary’ groups in this survey it will be necessary to add or substitute a question along the lines of ‘which group most strongly represents your views?’ and ‘does not represent your views at all?’ followed by a country specific list that includes political parties, national groups of ‘militants’ and internationally banned transnational organisations that are on the major IGO ‘terrorist’ lists.

5.4 Conflict Solutions and Remedies: In consultation with parties to these conflicts (where possible) and representatives of the international community a brief series of possible ‘Solutions’ will be drawn up for inclusion in question 4. Significantly experience suggests that while local populations or states involved in such conflicts may consider various expert ‘Solutions’ negatively the wider international population/community may consider such expert ‘Solutions’ positively. Conversely some local populations may be willing to accept various expert ‘Solutions’ that some states/political elites, with conflicting interests, may find unacceptable. Other ‘Solutions’ may be acceptable to all. As the sample sizes are relatively small when compared with the traditional world polls it would be possible to run these Global samples as required. In this way the conflicts could be tracked with greater effect and, with a view to conflict prevention, management and resolution, it would be possible to test additional remedies in a timely manner using traditional peace poll methods where stakeholders are invited to propose and test remedies of their choosing.

6. Disciplines

6.1 Survey Sampling Methods: Firstly this project will use a new survey sampling methodology to collect the Global Centric poll of public opinion with booster samples as required for conflict analysis. These new tools and methods add a new and important capability for effective, timely and cost effective global surveys in the context of globalisation in all areas of social and political research.

6.2 Peace Studies: Secondly, in addition to the discipline of peace studies within the broader discipline of political science and international studies, which would include conflict/war studies, diplomacy and international relations (specifically public diplomacy) and security studies. There is also an overlap with politics, international relations and development within development studies (fragile states for example). Significantly this project will bridge the gap between fact-based studies of conflict and perceptions-based studies of conflict. Until now perceptions based studies are mostly carried out on a state by state basis while fact-based studies are well established on a global basis through the work of the Institute for Economics and Peace. But these fact-based studies lack detail at the local level when it is needed and, critically, lack demographics designed for a detailed analysis of parties in conflict. This project will generate a data set that addresses these omissions and will create an opportunity to combine these two methods of fact and perceptions analysis at a global level.

7. Outputs and Dissemination

7.1 General Dissemination: ALL the results, analysis, reports and data sets will be published and made available on a dedicated portal for download, review and secondary analysis by any interested third party on the PeacePolls, Gilani Foundation and ORB International computers. The objective is to create the widest possible discourse on and about the views of local people’s caught up in and subject to violent conflict. By sampling and reporting on conflict globally two additional objectives can be met. Firstly no particular state will be the focus of selective political attention and secondly the opinion-based data can be added to various fact-based UN, EIU, GPI/IEP and Pew Research (see Pew

2014) data for additional analysis and interpretation. For example when the IEP analysed the GPI and GCB together the only strong correlation found was with police corruption (Irwin 2013). This very narrow result is expected to fundamentally change when minority/group demographics are added in from the data collected here. Also see Pathways to Impact attached.

7.2 Academic Publications: The importance of testing public opinion in peace processes – and how it can be undertaken – will form the basis of articles to be submitted to various journals such as the *Journal of Peace Research* and *International Journal of Public Opinion Research*. A monograph to be published with Manchester University press on *Public Opinion and Peace Processes: Understanding Consensus and Fracture* will form the first book-length publication from the project. As the depth and breadth of the data comes in articles and books will be written on both the comparative analysis of the data as well as its impact on peace process best practice internationally. Additionally the applicants, members of the *Advisory Board* and their postdoctoral researchers will present papers on their own particular areas of expertise at international conferences of their choice with a view to publication. Also see Pathways to Impact attached.

8. Research Team and Advisory Board

Dr Colin Irwin pioneered the peace polls methods in Northern Ireland and then, through a series of grants from UK, US and Norwegian government and third-sector agencies, extended his work to numerous conflicts around the world. Dr Irwin will work full time on this project as PI. Professor Jonathan Tonge as the grant holder on previous ESRC funded projects will provide administrative oversight as a Co-Investigator at the University of Liverpool. They will join an *Advisory Board* established to provide methodological, analytical and editorial guidance and oversight. The *Advisory Board* will also include: Professor Adrian Guelke (Queen's University of Belfast) and Professor Michael Traugott (University of Michigan, USA) who are also listed as Co-Investigators as they are not subject to Full Economic Costing. Other members of the *Advisory Board* include Professor Stefan Wolff (University of Birmingham), Professor Harvey Whitehouse (University of Oxford), Dr Pieter Francois (University of Oxford) and Dr Ijaz Gilani (Chairman Gallup Pakistan and Gilani Research Foundation, Islamabad, Pakistan). See Staff Duties, International Classification, CVs and Letters of Support for details.

9. Timetable and Management

Completed: Pilot of research instrument, sample design, initial tendering.

Months 1 to 9: Following a full meeting of the *Advisory Board* and formal tendering process the *Advisory Board*, chosen Primary Polling Contractor (PPC) and Gilani Research Foundation (GRF) will establish a Project Management Team (PMT) to oversee the global polling part of the project. The PMT will refine the research instrument in light of the agreed sample and determine the associated critical demographics and demographic questions. In consultation with the *Advisory Board* and experts in various institutions/think tanks the PI will draft a selection of 'Solution' options to be edited and run in question 4 of the questionnaire. The completed and refined questionnaire will be translated into the major languages to be used globally, cognitively tested, piloted by the PPC and further refined as required by the PMT.

Months 9 to 15: The base Global Centric sample will be collected. A dedicated portal will be established to access all data, analysis and reports online. The base sample will be analyzed to identify requirements for additional boosters. Secondary booster collection will be completed and added to the base data set. All data will be consolidated with 'Top Line' results reviewed by the *Advisory Board* and published.

Months 15 to 24: Detailed analysis will be undertaken on issues of special relevance to members of the *Advisory Board* in combination with their data sets and other fact based IEP data sets in Australia and DigitalGlobe data sets in the United States. Reports and papers will be presented at a series of seminars at the University of Liverpool London Campus and final reports written and published detailing all recommendations for the running of Global Centric polls on an omnibus basis.

Justification of Resources (2 x A4 with Sans Serif 11point)

PI – Staff - Dr Colin Irwin

Dr. Irwin developed the ‘Peace Polls’ methodology as an aid to the peace process in Northern Ireland and then in a number of other conflicts around the world (see Irwin CV attached). In these capacities he has managed his research through grants and contracts run through UK universities and this ESRC project is managed in the same way. Accordingly he will be hired and work full time on this project at a salary scale that is the minimum allowed under UK University hiring regulations. His present position of Honorary Research Fellow in the Department of Politics will be extended for the lifetime of the project as a Research Fellow with access to all the facilities of the University (office, phone, computing, SPSS, library etc.) required for the completion of the project (see statement from HoD, Department of Politics, University of Liverpool attached). Dr. Irwin will be responsible for the coordination of the project including its various partners (see Case for Support and Travel and Subsistence below). However it should be stressed that the project partners will share in the responsibility and cost of seeing the project through to its completion (see letters of support from Gilani Research Foundation, DigitalGlobe, University of Oxford and Institute for Economics and Peace). Their contributions run from access to data sets valued in excess of 20M USD (DigitalGlobe) to in-kind person months valued at 100,000 USD (Gilani Research Foundation and Gallup Pakistan).

CoI – Staff - Prof. Jon Tonge

Prof. Tonge as a tenured member of the Department of Politics at the University of Liverpool and as a holder of conflict, peace process and polling related research grants from the ESRC and other agencies will provide administrative oversight to the project (see Tonge CV attached). His time for this administrative duty has been calculated at 2 hours per week for the lifetime of the project. Professor Tonge will also serve on the Advisory Board of the project (see Travel and Subsistence below).

CoI – Advisory Board Members - Prof. Adrian Guelke and Prof. Michael Traugott

Both Professors Guelke and Traugott bring their expertise in the study of conflict and public opinion polls to the project and in this capacity will serve on the Advisory Board (see Guelke and Traugott CVs attached). As Professors Emeritus they are not subject to Full Economic Costing in the usual way. However their travel and subsistence expenses are fully covered in addition to the costs of their attendance at an international conference at which project papers will be presented by them and/or jointly with the PI and/or other members of the Advisory Board (see Travel and Subsistence below).

Travel and Subsistence

Members of the Advisory Board – Irwin, Tonge, Guelke and Traugott (above) will be joined by Prof. Harvey Whitehouse and Dr. Pieter Francois from the University of Oxford (see letter of support attached), Prof. Stefan Wolff (see CV attached) and Dr. Ijaz Gilani (see letter of support attached). The UK based members of the Advisory Board (Guelke at Belfast, Whitehouse and Francois at Oxford and Wolff at Birmingham) and Investigators (Irwin and Tongue at Liverpool) are allocated £1000 each for travel and subsistence in the UK for meetings of the Advisory Board. While Gilani (Pakistan) and Traugott (USA) are both allocated £2000 travel and subsistence for each of two meetings of the Advisory Board in the UK. Additionally Irwin, Gilani and Traugott as polling specialists will also meet with the primary polling contractor based in the UK. All 8 members of the Advisory Board are also allocated £2000 each to attend international conferences/seminars to give individual or joint papers with the PI and other members of the Advisory Board and Research Partners (Details to be decided by the Advisory Board and Research Partners).

PI and Research Partners – Irwin is allocated £2000 for each of two trips to Pakistan to undertake (1) the finalisation and pretesting of the questionnaire and (2) the primary analysis of the global polling data at the Gilani Research Foundation (see letter of support attached) and one trip each to the US to analyse data with DigitalGlobe and one to Australia to undertake analysis with the Institute for

Economics and Peace (see letters of support attached). They in turn are allocated one trip at £2000 each to meet together with other members of the Advisory Board and primary polling contractor in the UK.

Impact

The impact of the project will firstly be maximised by all the members of the Advisory Board, Research Partners and primary polling contractor meeting together and collaborating on all aspects the research project as a team. To this end a minimum of two such meetings have been budgeted in the Travel and Subsistence (above) along with budgets for all participants to give papers separately or jointly at international conferences/seminars. In addition to these face-to-face meetings the Advisory Board members and Research Partners will teleconference as required to ensure both the academic and Impact success of the project. Significantly, with respect to Impact, one of the most internationally successful public diplomacy operations is run by the UN accredited Institute for Economics and Peace (IEP) and the project will benefit immensely from their expertise in this regard (see IEP letter of support attached). Accordingly data sets, top-line results and reports will be published in appropriate formats on the various Project Partners websites along with press releases as required. Finally, with respect to moving research findings into policy outcomes the project will benefit from expertise offered by colleagues at the University of Oxford including their Centre for the Resolution of Intractable Conflicts (see letter of support from the University of Oxford attached).

Research Facilities

In addition to the usual office, computing and library facilities provided by the University of Liverpool for their staff the Gilani Research Foundation in Pakistan, Institute for Economics and Peace in Australia and DigitalGlobe in the US are making their research facilities available to the project at their cost (see letters of support attached).

Other Directly Incurred Costs and Other Directly Allocated Costs - None

Exceptions – Equipment – Large Survey

Costs and Tendering - The major cost of the project is the Global Centric Sample plus boosters for conflicts in the MENA and West Asia regions and other states with significant Muslim populations in conflict zones. At 700,000 GBP this represents a significant cost saving when compared to previous quotes for including the research questions in World omnibus polls run by Gallup in Washington and WIN Gallup International. These quotes ranged from 2M to 4M USD for 140 countries without boosters (see ESRC grant application ES/M008126/1) while the Global Centric Sample used here covers 191 countries with boosters in relevant conflict zones (see Technical Appendix and Quotation from ORB International with Request for Proposal (RFP) Appendix attached). To qualify for 100% funding for this item a formal competitive purchasing processes will be carried out in compliance with EU tendering rules through the University of Liverpool Procurement Department (contact Mrs Ann Bickerstaffe, Senior Procurement Manager) on the award of an ESRC grant.

Access to Survey Data - The survey outputs will provide an on-going resource for use by the research community in a variety of ways. Initially the SPSS files will be prepared by the primary polling contractor and made available via a dedicated online portal to the Gilani Research Foundation and PI in Pakistan for top line analysis. The data files will then be made available to the other Research Partners namely at the University of Oxford, UK; DigitalGlobe in the US; and the Institute for Economics and Peace in Australia; for secondary analysis in combination with their own data sets. Finally all questionnaires, data and SPSS files will be made available through the UK Data Service as well as on the Research Partners websites notably at PeacePolls.org, the Gilani Research Foundation and ORB International along with all the top line analysis and reports. Dissemination of these resources will be further promoted through the network of WIN Gallop International and the World Association of Public Opinion Research (WAPOR) via active links and any other means recommended by the Institute for Economics and Peace through their international networks.

Dr Colin Irwin (<http://www.peacepolls.org>)

Qualifications:

1985 Ph.D. (Syracuse University)
1981 M.A. (University of Manitoba)

Appointments:

2010 – Present	Research Fellow, Department of Politics, University of Liverpool.
2006 – 2010	Research Fellow, Institute of Irish Studies, University of Liverpool.
2005 – 2006	Research Fellow, Institute of Governance, Queen's University Belfast.
2002 – 2004	Research Fellow, Centre for the Study of Ethnic Conflict, QUB.
1994 – 2002	Research Fellow, Institute of Irish Studies, QUB.
1988 – 1997	Research Fellow, Dept. of Social Anthropology, QUB.
1988 – 1991	Associate Professor of Research, Department of Sociology and Social Anthropology, Dalhousie University.
1987 – 1989	Social Science and Humanities Research Council of Canada Fellow, Department of Sociology and Social Anthropology, Dalhousie University.
1985 – 1987	Killam Fellow, Department of Sociology and Social Anthropology, Dalhousie University.

Selected Publications:

- Irwin, C. J.**, (2013) Public Opinion and Power-Sharing in Deeply Divided Places, in McEvoy, Joanne and Brendan O'Leary (eds), *Power-Sharing in Deeply Divided Places: Progress and Regressions*, Philadelphia: University of Pennsylvania Press.
- (2012a) The People's Peace: 'Pax Populi, Pax Dei' - How Peace Polls are Democratizing the Peace Making Process, CreateSpace, Scotts Valley, CA.
- (2012b) 20 Peace Lessons from Northern Ireland to Israel and Palestine, CreateSpace, Scotts Valley, CA.
- (2007) Peace Process, in Bevir, M., (Ed.), *Encyclopaedia of Governance*, Sage.
- (2006) The Northern Ireland 'Peace Polls', *Irish Political Studies*, Vol. 21, No. 1, 1-14.
- (2005) A People's Peace process for Bosnia and Herzegovina? *Ethnopolitics*, Vol. 4, No. 3.
- (2004) Using Public Opinion Polls to Support Peace Processes: Practical Lessons from Northern Ireland, Macedonia, Cyprus, Israel and Palestine, in Guelke, A. (Ed.), *Democracy and Ethnic Conflict: Advancing Peace in Deeply Divided Societies*, Palgrave MacMillan, Basingstoke and New York.
- (2003) Forum Northern Ireland: An Opinion Poll and its Implications, *The Global Review of Ethnopolitics*. vol. 2, no 3-4.
- (2002a) *The People's Peace Process in Northern Ireland*, Palgrave MacMillan, Basingstoke and New York.
- (2002b) Forum Macedonia: An Opinion Poll and its Implications, *The Global Review of Ethnopolitics*. vol. 2, no 1.
- (2001) How Public Opinion Polls Were Used In Support Of The Northern Ireland Peace Process, *The Global Review of Ethnopolitics*. Vol. 1, no 1.
- (1999) The People's Peace Process: Northern Ireland and the role of Public Opinion Polls in Political Negotiations, *Security Dialogue*, Vol. 30, No. 3.
- (1997) Social Conflict and the Failure of Education Policies in Two Deeply Divided Societies: Israel and Northern Ireland, in *Culture and Policy in Northern Ireland*, Hastings D. and McFarlane G. Eds. Institute of Irish Studies, Queen's University Belfast.
- (1992) Integrated Education: From Theory to Practice in Divided Societies, *Prospects, UNESCO Quarterly Review of Education*. Vol. XXII, No.1, UNESCO Paris.

Grants, Awards and Research Consultancy:

- Asia Foundation and DFID: \$5,000 Formal peace processes and informal local peace building efforts strengthened more credible with conflict-affected populations.
- Royal Norwegian Ministry of Foreign Affairs: £134,000 Setting International Standards and Assisting Third Parties in Running 'Peace Polls'.
- British Academy: £7,071 A Comparative Analysis of Public Opinion, Public Diplomacy and Peace Making.
- Consultant to Centre for Democracy and Reconciliation in South East Europe for 'peace polls' undertaken in Kosovo and Serbia in 2005, Bosnia-Herzegovina in 2004 and Macedonia (FYROM) in 2002 funded by the EC, Charles Mott Foundation, Open Society Foundation, Ministry of Macedonia and Thrace, Friedrich Ebert Stiftung, USAID, UNESCO and OSCE.
- Atlantic Philanthropies: £68,000 to develop the use of public opinion polls in the Northern Ireland peace process and their application to other conflicts.
- The Joseph Rowntree Charitable Trust: £146,500 as a series of grants for work in support of the Northern Ireland peace process and the negotiation of the Belfast Agreement.
- The Joseph Rowntree Charitable Trust: £36,500 for research on public preferences for various peace building and public policy options in Northern Ireland.
- Northern Ireland Office, Policy Planning and Research Unit: £27,000 for a study of social change at an integrated school.
- Social Science and Humanities Research Council of Canada: \$48,000 Post Doctoral Fellowship to study integrated and segregated education in Northern Ireland and Israel.
- Health and Welfare Canada: \$26,000 for a study of the growing Inuit population and their effects on social and economic change.
- Killam Foundation: \$45,000 Post Doctoral Fellowship to study the sociobiology of group conflict and cultural mechanisms used to promote pro-social behaviour.
- Social Science and Humanities Research Council of Canada: \$50,000 Doctoral Fellowship to study Inuit mechanisms of pro-social control.
- Social Science and Humanities Research Council of Canada: \$8,000 Special MA Scholarship to undertake an interdisciplinary study of Inuit ethics.

Other Activities and Awards:

- Research fieldwork undertaken in Alaska, Arctic Canada, Greenland, Israel, Palestine (Jerusalem and West Bank), Northern Ireland, Cyprus (North and South), Macedonia (FYROM), Bosnia-Herzegovina, Kosovo, Serbia, Kashmir (IaK), Sri Lanka, Sudan (Darfur), Lebanon, Egypt, Philippines (Mindanao), Turkey (re. Syria) and United Kingdom.
- Guest lectures and seminars at the Conflict Prevention and Resolution Forum and USIP Washington; Harry S. Truman Research Institute for the Advancement of Peace and PASIA Jerusalem and Ramallah; UN DPA and DPKO New York; HD Geneva; Oslo Forum, PRIO Oslo.
- Human rights cases taken to UN Rights of the Child and Economic, Social and Cultural Rights Committees to establish the rights of children to attend integrated schools in Northern Ireland.
- Television documentaries on the Northern Ireland conflict and Inuit in Arctic Canada.
- Advisor to Keewatin Inuit Association, Hudson's Bay, with responsibilities for land claims issues, social impact of Polar Gas pipeline, legal aid and native business development.
- Voyage to Scotland, Iceland, Greenland and Hudson's Bay; single handed sailing of Northwest Passage; crossing of Arctic North America by dog team; first underwater living experiment with artificial atmosphere; recovery of 2500 BC canoe from Poole Harbour.
- Royal Cruising Club Medal for Seamanship and Duke of Edinburgh Scientific Award to BSAC.

Professor Stefan Wolff (www.stefanwolff.com)

Qualifications:

1999 Ph.D. (London School of Economics and Political Science)
1996 M.Phil (University of Cambridge)
1995 *Erstes Staatsexamen* (University of Leipzig)

Positions:

2010 - present Professor of International Security, University of Birmingham
2006 - 2010 Professor of Political Science, University of Nottingham
1999 - 2004 Lecturer A/B, Reader, Professor of Political Science, University of Bath

Selected publications:

Selected Co/Authoring and Co/Edited Books

Wolff, S. and Yakinthou, C., (eds) *Conflict Management in Divided Societies: Theories and Practice*, (London: Routledge, 2011)
Wolff, S. and Cordell, K., *Ethnic Conflict: Causes—Consequences—Responses* (Cambridge: Polity, 2009)
Wolff, S. and Weller, M. (eds), *Institutions for the Management of Ethnopolitical Conflict in Central and Eastern Europe*, (Strasbourg: Council of Europe, 2008)
Wolff, S., *Ethnic Conflict: A Global Perspective* (Oxford: Oxford University Press, 2006)
Wolff, S. and Weller, M. (eds), *Autonomy, Self-governance and Conflict Resolution: Innovative Approaches to Institutional Design in Divided Societies*, (London: Routledge, 2005)
Wolff, S. and Cordell, K., *The Ethnopolitical Encyclopaedia of Europe*, (Basingstoke: Palgrave, 2004)
Wolff, S., *Disputed Territories: The Transnational Dynamics of Ethnic Conflict Settlement* (New York and Oxford: Berghahn, 2002)

Selected Articles in Refereed Journals

Wolff, S. and Rodt, A. P., "Self-determination after Kosovo", *Europe-Asia Studies*, vol. 65, no. 5 (July 2013), 799-822.
Wolff, S. and Dunn, D. H., "Drone Use in Counter-Insurgency and Counter-Terrorism: Policy or Policy Component?" *RUSI Whitehall Report* no.2 (2013), 97-104.
Wolff, S., "Conflict Management in Divided Societies: The Many Uses of Territorial Self-Governance", *International Journal on Minority and Group Rights*, vol. 20, no.1 (January 2013), 27-50.
Wolff, S. and Dursun-Özkanca, O., "Regional and International Conflict Regulation: Diplomatic, Economic and Military Interventions", *Civil Wars*, vol. 14, no. 3 (September 2012), 297-323.
Wolff, S., "South Sudan's Year One: Managing the Challenges of Building a New State", *The RUSI Journal*, vol. 157, no. 5 (October/November 2012), 46-54.
---"Post-conflict State Building: the debate on institutional choice", *Third World Quarterly*, vol. 32, no. 10 (October 2011), 1-26.
---"The Regional Dimensions of State Failure", *Review of International Studies*, vol. 37, no. 3 (June 2011), 951-972.
---"Managing Ethno-national Conflict: Towards an Analytical Framework", *Commonwealth & Comparative Politics*, vol. 49, no. 2 (April 2011), 162-194.
---"Governing (in) Kirkuk", *International Affairs*, vol. 86, no. 6 (November 2010), 1361-79.
---"Building Democratic States after Conflict: Institutional Design Revisited", *International Studies Review*, vol. 12, no. 1 (March 2010), 128-41.
Wolff, S. and Whitman, R. G., "The EU as a Conflict Manager: The Case of Georgia and Its Implications", *International Affairs*, vol. 86, no.1 (January 2010; with Richard G. Whitman), 87-107.
Wolff, S., "Conflict resolution between power sharing and power dividing, or beyond?", *Political Studies Review*, vol. 5, no.3 (September 2007), 363-79.
---"The Institutional Structure of Regional Consociations in Brussels, Northern Ireland, and South Tyrol", *Nationalism and Ethnic Politics*, vol. 10, no. 3 (Autumn 2004), 387-414.

Selected Grants:

- ESRC: *The Political Impact of Drone Warfare on Conflicts within and between States*: With David H. Dunn and Nicholas Wheeler.
- ESRC: *Conflict Resolution in Moldova*
- ESRC: *Assessing UK Conflict Resolution Capacity*
- ESRC: *The European Union as a Global Conflict Manager*. With Richard Whitman.
- British Academy/UACES: *The European Union's European Neighbourhood Policy*
- EU FP6: *Minority Rights in the Lifecycle of Ethnic Conflicts: European Union*
- ESRC: *International Organisations and Ethnic Autonomy Regimes in Eastern Europe*. With Pieter van Houten.
- British Academy: *The International Politics of Autonomy*. With Wolfgang Danspeckgruber.

Selected Services to the Profession

- Chair, Impact Strategy Working Group (University of Birmingham, since March 2013)
- Director, Research and Knowledge Transfer (College of Social Sciences, University of Birmingham, since August 2012)
- Director of Research, Deputy Head of School, Principle co-ordinator for preparation of the RAE/REF submission (June 2007—December 2009, School of Politics & International Relations, University of Nottingham)

Selected Other Affiliations and Recognitions

February 2014	Associate Fellow, Royal United Services Institute
May 2013	Founding Member, Center for International Cooperation and Development, University of Bucharest
October 2012	Member, Advisory Board, Political Analysis and Emerging Scenarios Initiative, UNDP, Skopje
March 2012	Fellow, Academy of Social Sciences
Since 2010	Member, Advisory Council, European Centre for Minority Issues
Since 2006	Member, Advisory Board, Minorities at Risk (MAR) Project
2006	Distinguished Visiting Fellow, Joint Services Command and Staff College, Defence Academy
Since 2005	International Associate, Liechtenstein Institute on Self-determination at Princeton University

Professor Adrian Guelke

Qualifications:

Ph.D. (London School of Economics and Political Science)

BA (University of Cape Town)

Positions:

2012 – present Emeritus Professor, School of Politics, International Studies and Philosophy and Visiting Fellow, Institute for the Study of Conflict Transformation and Social Justice, Queen's University of Belfast

1997 – 2012 Professor of Comparative Politics, Queen's University of Belfast

Selected Publications:

Guelke, A., 'Consociationalism and conflict resolution' in Michelle Hale Williams (ed.), *The Multicultural Dilemma: Migration, ethnic politics, and state intervention* (Routledge, 2013)

Guelke, A., and Junes, T., "Copycat Tactics" in *Processes of Regime Change: The Demise of Communism in Poland and Apartheid in South Africa*, Critique and Humanism, Vol.40, special issue 2012.

Guelke, A., 'The USA and the Northern Ireland Peace Process', *Ethnopolitics*, Vol.4, No.4, November 2012.

--- *Politics in Deeply Divided Societies* (Polity Press, March 2012)

--- 'Global watersheds and the study of ethno-politics' in **Adrian Guelke** and Jean Tournon (eds), *The Study of Ethnicity and Politics: Recent Analytical Developments* (Barbara Budrich Publishers 2012)

--- 'The potency of external conflict management: Northern Ireland' in Stefan Wolff and Christalla Yakinthou (eds), *Conflict Management in Divided Societies: Theories and Practice* (Routledge 2012).

--- 'Lessons of Northern Ireland and the Relevance of the Regional Context', LSE IDEAS Special Report, SR008 - Northern Ireland, November 2011

--- *The Challenges of Ethno-Nationalism: Case Studies in Identity Politics* (Palgrave Macmillan 2010)

--- 'A consociational democracy or Anglo-Irish conflict management? The St Andrews Agreement and the political accommodation of Irish nationalism' in André Lecours and Luis Moreno (eds), *Nationalism and Democracy: Dichotomies, complementarities, oppositions* (Routledge 2010)

--- 'Northern Ireland: communal division and the embedding of paramilitary networks' in David Martin Jones, Ann Lane and Paul Schulte (eds), *Terrorism, Security and the Power of Informal Networks* (Edward Elgar 2010)

--- 'South Africa: The Long View on Political Transition' in John Coakley (ed.), *Pathways from Ethnic Conflict: Institutional Redesign in Divided Societies* (Routledge 2010)

--- 'The flexibility of Northern Ireland Unionists and Afrikaner Nationalists in comparative perspective', *IBIS working paper no.99* (University College Dublin 2010)

--- 'Approaches to the Control of Ethnic Conflict in the post-Cold War World', *Ethnopolitics Papers No.4* (Exeter Centre for Ethno-Political Studies, October 2010)

--- 'South Africa: The Long View on Political Transition', *Nationalism and Ethnic Politics*, Vol.15, Nos.3-4, July-December 2009

--- *The New Age of Terrorism and the International Political System* (IB Tauris, 2009)

--- 'Consociational Theory and the wider peace process' in Rupert Taylor (ed.), *Consociational Theory: McGarry and O'Leary and the Northern Ireland conflict* (Routledge 2009)

Guelke, A., and Doyle, J., 'Northern Ireland' in Radha Kumar (ed.), *Negotiating Peace in Deeply Divided Societies: A Set of Simulations* (SAGE India 2009)

Guelke, A., 'The United States and the Peace Process' in Brian Barton and Patrick J. Roche (eds), *The Northern Ireland Question: The Peace Process and the Belfast Agreement* (Palgrave Macmillan, 2009).

--- 'Negotiations and Peace Processes' in John Darby and Roger Mac Ginty (eds), *Contemporary Peacemaking: Conflict, Peace Processes and Post-War Reconstruction* (Palgrave Macmillan 2008)

--- 'Israeli Flags Flying Alongside Belfast's Apartheid Walls: A New Era of Comparisons and Connections' in Guy Ben-Porat (ed.), *The Failure of the Middle East Peace Process? A Comparative Analysis of Peace Implementation in Israel/Palestine, Northern Ireland and South Africa* (Palgrave Macmillan, 2008)

--- 'Great whites, paedophiles and terrorists: the need for critical thinking in a new age of fear', *Critical Studies on Terrorism*, Vol.1, No.1, April 2008

--- 'The Lure of the Miracle? The South African Connection and the Northern Ireland Peace Process' in Christopher Farrington (ed.), *Global Change, Civil Society and the Northern Ireland Peace Process: Implementing the Political Settlement* (Palgrave Macmillan, 2008)

--- 'The Northern Ireland Peace Process and the War against Terrorism: Conflicting Conceptions?', *Government and Opposition*, Vol.42, No.3, Summer 2007

--- *Terrorism and Global Disorder: Political Violence in the Contemporary World* (IBTauris, 2006)

Guelke, A., Co-editor, *A Farewell to Arms?: Beyond the Good Friday Agreement* (Manchester University Press, 2006)

--- *Rethinking the Rise and Fall of Apartheid: South Africa and World Politics* (Palgrave Macmillan, 2005)

-- Editor, *Democracy and Ethnic Conflict: Advancing Peace in Deeply Divided Societies* (Palgrave Macmillan, 2004)

Selected Services to the Profession

2006 – 2012	Chair of the International Political Science Association's Research Committee on Politics and Ethnicity (RC 14)
Since 2010	Editor, <i>Nationalism and Ethnic Politics</i>
2000 – 2006	Vice-Chair of the International Political Science Association's Research Committee on Politics and Ethnicity (RC 14)
Since 1991	Executive Board of the International Political Science Association's Research Committee on Politics and Ethnicity (RC 14)
1995 – 1998	Editor, <i>The South African Journal of International Affairs</i>

I have also been a longstanding member of the International Advisory Board of *Nations and Nationalism* (journal of the Association for the Study of Ethnicity and Nationalism).

Professor Jon Tonge

Qualifications:

Appointments:

2005 – present Professor of Politics, University of Liverpool
1994 – 2005 Lecturer, Senior Lecturer, Professor of Politics, University of Salford

OTHER MAIN APPOINTMENTS

- HEFCE Politics sub-panellist, 2014 REF
- Chair, Youth Citizenship Commission, 2008-9
- President, Political Studies Association of UK, 2008-11
- Chair, Political Studies Association of UK, 2005-8
- Visiting Professor, University of Ulster, 2006-7
- Visiting Scholar, St John's, Oxford University, 2003
- Elected to the Academy of Social Scientists, 2004.

PREVIOUS APPOINTMENTS: Professor of Politics, Salford Univ, 2001-5

- Senior Lecturer, University of Salford. Appointed 1.4.1999 Lecturer, 4.1.1994

Selected Publications:

Books

Tonge, J., *Comparative Peace Processes*, (Cambridge: Polity, 2014)

Tonge, J., McAuley, J., Hennessey, T., Braniff, M., and Whiting, S., *The Democratic Unionist Party: From Protest to Power*, (Oxford, Oxford University Press, 2014,

Tonge, J., McAuley, J. and Mycock, A., *Loyal to the Core? Orangeism and Britishness in Northern Ireland*, (Dublin, Irish Academic Press, 2010).

Tonge, J., *Britain Votes: The UK General Election 2010*, co-ed with A. Geddes

---*Abandoning the Past? Republican and Loyalist Former Prisoners and Conflict Transformation in Northern Ireland*, Manchester University Press, 2009 (winner, PSAI book prize)

Tonge, J., Shirlow, P., McAuley, J., McGlynn, C. and Adshead, M., *Ireland North and South: Convergence and Divergence on a dual polity island*, (London, Palgrave, 2009)

Tonge, J., Busteed, M., & Neal, F., *Irish Protestant Identities*, (Manchester, Manchester University Press, 2008)

Tonge, J., *Northern Ireland*, (Cambridge: Polity, 2006)

Tonge, J. and Murray, G., *Sinn Fein and the SDLP: From Alienation to Participation*, (London: Hurst, 2005)

Tonge, J., *The New Northern Irish Politics?* London: Palgrave, 2005.

Tonge, J. and Geddes, A., *Britain Decides: UK General Election 2005*, (London, 2005, Palgrave)

Tonge, J., *Northern Ireland: Conflict and Change*, (London, Pearson, 2002, 1998)

--- *The New Civil Service*, (Tisbury: Baseline, 2000)

Tonge, J. and Geddes, A., *Labour's Second Landslide: the British General Election 2001*, (Manchester, Manchester University Press, 2002)

Tonge, J. and Geddes, A., *Labour's Landslide: the British General Election 1997* (Manchester, Manchester University Press, 1997)

Tonge, J., Bennie, L., Denver, D., Rallings, C., Scully, R., and Webb, P., *British Elections and Parties Review 11, 12, 13* (London, Frank Cass, 2001, 2002, 2003)

Tonge, J. and Gilligan, C., *Peace or War? Understanding the Peace Process in Northern Ireland* (Aldershot: Ashgate, 1997)

Relevant Refereed Journal articles

Tonge, J., McGlynn, C. and McAuley, J., 'The party politics of Post-Devolution identity in Northern Ireland', *British Journal of Politics and International Relations*, 2014, 273-90

Tonge, J., 'Catholic, Irish and Nationalist: Examining the Importance of Ethno-National and Ethno-Religious Variables in determining Nationalist Political Allegiance in Northern Ireland', *Nations and Nationalism*, 2013.

---'From Abstentionism to Enthusiasm: Sinn Fein, Nationalist Electors and Support for Devolved Power-Sharing in Northern Ireland', *Irish Political Studies*, 2013, 28.1, 39-57.

---"No-one likes us: we don't care": 'Dissident Irish Republicans and mandates', *Political Quarterly*, 2012, 83.2, 219-26.

Tonge, J., and Evans, J., 'Menace without mandate? Is there any Sympathy for dissident Irish republicanism in Northern Ireland?' *Terrorism and Political Violence*, 2012, 24.1 61-78

Tonge, J., Shirlow, P., and McAuley, J., 'So why did the guns fall silent? How interplay, not stalemate, explains the Northern Ireland peace process', *Irish Political Studies*, 2011, 26.1, 1-18

Tonge, J., Evans, J., Jeffery, R., and McAuley, J., 'New Order: Political Change and the Protestant Orange Tradition in Northern Ireland', *British Journal of Politics and International Relations*, 2011, 13.3, 400-19.

Tonge, J. and Evans, J., 'Northern Ireland: Unionism loses more leaders', *Parliamentary Affairs*, 2010, 63.4, 742-59

Tonge, J. and McAuley, J., 'Britishness and Irishness in Northern Ireland since the Good Friday Agreement', *Parliamentary Affairs*, 2010, 266-85

Tonge, J., Shirlow, P., and McAuley, J., 'Conflict, Transformation and Former Loyalist Paramilitary Prisoners in Northern Ireland', *Terrorism and Political Violence*, 2010, 22.1, 22-40 **Tonge, J.** and Evans, J., 'Social Class and Party Choice in Northern Ireland's ethnic blocs', *West European Politics* 2009, 32.5, 1012-30

Tonge, J. and McAuley, J., 'Faith, Crown and State: Contemporary Discourses with the Orange Order', *Peace and Conflict Studies*, 2008, 15.1, 136-55

Tonge, J., 'IRA former prisoners: discourse and the maintenance of Republican ideology and tactics', *Peace and Conflict Studies*, 2008, 15.1, 156-76.

Tonge, J. and McAuley, J., 'For God and for the Crown: Contemporary Political and Social attitudes among Orange Order members in Northern Ireland', *Political Psychology*, 2007, 28.1, 33-52

Tonge, J. and Evans, J., 'Unionist Party Competition and the Orange Order vote in Northern Ireland', *Electoral Studies*, 2007, 26.1, 156-67

Tonge, J., 'Sinn Fein and Republicanism in Belfast', *Space and Polity*, 2006, 135-47.

Tonge, J. and Evans, J., 'The problems of modernising an ethno-religious party: the case of the UUP in Northern Ireland', *Party Politics*, 2005, 11, 319-38

Tonge, J., "'They haven't gone away you know". Irish Republican 'Dissidents and 'Armed Struggle', *Terrorism and Political Violence*, 2004, 16.3, 671-93.

Tonge, J. and Evans, J., 'The future of the radical centre after the Good Friday Agreement', *Political Studies*, 2003, 51.1, 26-50

Tonge, J., 'Victims of their own success? Political dilemmas of the moderates in Northern Ireland', *Global Review of Ethnonational Politics*, 2003, III.1, 23-38.

Tonge, J. and Evans, J., 'Party Members and the Good Friday Agreement', *Irish Political Studies*, 2002, 12.2, 59-73

Tonge, J., 'Over the Rainbow? Relationships between Loyalists and Republicans in the Northern Ireland Assembly', *Etudes Irlandaises*, 2003, 28.1, 177-96.

Tonge, J. and Evans, J., 'Faultlines in Unionism: Division and Dissent within the Ulster Unionist Council', *Irish Political Studies*, 2001, 16, pp. 111-32

Tonge, J., 'The Formation of the N. Ireland Executive', *Irish Political Studies*, 2000, 15, 'From Sunningdale to the Good Friday Agreement: Creating Devolved Government in N. Ireland', *Contemporary British History*, 2000, 14.3, 39-60.

Research grants:

ESRC (2013-15) *A study of the Membership, Strategies and Tactics of Dissident Irish Republican Organisations*

Leverhulme Trust (2012-14) *A Membership Survey of the Democratic Unionist Party in Northern Ireland*

Leverhulme Trust (2006-8) *Abandoning the Past? Former Prisoners in Northern Ireland*. With J. McAuley & P. Shirlow.

ESRC (2006-8) *A Survey of the Social and Political Attitudes of Orange Order Members in Northern Ireland*. With J. McAuley.

ESRC (2001) *Third Tradition(s) in Northern Ireland; Alliance Party*

ESRC (2000-01) *The Role of 'Extra-Constitutional' Parties in the Northern Ireland Assembly*

ESRC (1998-2000) *New Nationalism in Northern Ireland*

Professor Michael W. Traugott

Qualifications:

1965 BA. Political Science (Princeton University)
1967 MA. Political Science (University of Michigan)
1974 Ph.D. "An Economic Model of Voting Behavior" (University of Michigan)

Appointments:

University of Michigan, Institute for Social Research

ISR Policy Committee, elected member, 1998—2000, 2003 -- 2005, 2007 -- 2009
Member of the Survey Operations Management Advisory Committee (SOMAC), 1996 – 2001
Faculty member, Program in Survey Methodology, 2002 –

Center for Political Studies:

Senior Research Scientist, 1998-- .
Member, Director's Advisory Committee, 1991-1993, 1995-1997, 2005-2006
Program Director, 1987-1998. Senior Study Director, 1980-1987. Study Director, 1974-1980
Director, Resource Development, ICPSR, 1978—1993. Director, Archive, ICPSR, 1975-1978
Assistant Director, Historical Archive, ICPSR, 1969-1975. Assistant Study Director, 1970-1974
Instructor, ICPSR Summer Program, 1969-1972, 1978-1979

Survey Research Center:

Assistant Study Director, 1966-1970
Assistant in Research, 1965-1966
Instructor, Summer Institute, 1985-1986

University of Michigan, College of Literature, Science, and the Arts

Associate Dean for Development, 1992—1994. Department of Communication Studies
Professor, 1987. Director, Interdepartmental Ph.D. Program in Mass Communication, 1986-1998
Director of the Ph. D. Program, 2004 – 2008. Department Executive Committee, 1996-1998
Chair, 1998 – 2004. Howard R. Marsh Distinguished Research Fellow, 2010-2013

Selected Publications (from over 200 listed on full CV):

Presidential Polls and the News Media, with Paul J. Lavrakas and Peter V. Miller (Westview Press: Boulder, CO, 1995).
The Voter's Guide to Election Polls, with Paul J. Lavrakas (Chatham House Press: Chatham NJ, 1996; Second edition, 2000; Third edition, 2004 release (Rowman & Littlefield: Lanham MD); Fourth edition, 2008 release (Rowman & Littlefield: Lanham MD); Republished in Spanish as Encuestas: Guia Para Electores (Siglio XXI: Mexico City, 1997).
Election Polls, the News Media & Democracy, with Paul J. Lavrakas (Chatham House/Seven Bridges Press: Chatham NJ, 2000).
Voting Technology: The Not So Simple Act of Casting a Ballot, with Paul S. Herrnson, Richard G. Niemi, Michael J. Hanmer, Benjamin J. Bederson, and Frederick G. Conrad. (Washington DC: Brookings Institution Press, 2008)
Handbook of Public Opinion Research, with Wolfgang Donsbach (Co-editor). (London: Sage Publications, 2008)
"The Accuracy of Opinion Polling and Its Relation to Its Future." 2011. Chapter prepared for Robert Y. Shapiro and Lawrence R. Jacobs (editors), The Oxford Handbook of American Public Opinion and the Media. (New York: Oxford University Press).
"Methodological Trends and Controversies in the Media's Use of Polls." 2012. Chapter prepared for Jesper Stromback and Christina Holz-Bacha, Opinion Polls and the Media: Reflecting and Shaping Public Opinion. (London: Palgrave Macmillan).

Grants, Awards and Research Consultancy:

- Bureau of Census, "Development of the Survey Methodology Information System Data Base."
- Citizens' Commission to Improve Michigan's Courts, "Survey of Public Attitudes toward the Legal System."

- Howard R. Marsh Center, Horace H. Rackham School, "Conference on Comparative Analysis of the Role of the Media in Contemporary Legislative Campaigns," with Edie N. Goldenberg.
- National Science Foundation, "The Role of Mass Media in Congressional Campaigns," with Edie N. Goldenberg.
- Goldsmith Research Award, Joan Shorenstein Barone Center, Harvard University, 1992.
- The Pew Charitable Trusts and The Ford Foundation, "An Evaluation of Vote-by-Mail Elections in Oregon."
- The Pew Charitable Trusts, "The Role of Polling in a Civil Society."
- Office of the Vice President for Research, "Voting Reform Conference."
- Howard R. Marsh Center, "How America Responds to September 11."
- Russell Sage Foundation, "National Longitudinal Surveys following September 11."
- National Science Foundation, "An Assessment of Voting Technology and Ballot Design."
- National Science Foundation, "Time-Sharing experiments for the Social Sciences (TESS) Competition, Experiments to Understand How Americans React to New Election Procedures," with Frederick G. Conrad and Michael J. Hanmer.
- The Pew Charitable Trusts and the JEHT Foundation, "Design of an Empirically-Based Election Audit System."
- Fellowship, Joan Shorenstein Center for the Press, Politics and Public Policy, Harvard University, Spring 2009.
- Fellowship, Reuters Institute for the Study of Journalism, Oxford University, Fall 2011

Other Activities and Awards:

American Political Science Association

- Secretary-Treasurer, Political Communication Section, 1991-1996
- American Statistical Association
- Fellowship Review Board, ASA/NSF/BLS Fellowships, 1993 - 2008

International Political Science Association

- Member, Research Committee, Political Communication Research Group, 1991- 1997

Midwest Association for Public Opinion Research

- Elected Fellow of MAPOR, 2002
- Vice-President, 2010 – 2011
- President, 2011-2012

Midwest Political Science Association

- Section coordinator for the 1995 Conference Program (Political Communication)

World Association for Public Opinion Research

- Conference Chair, 2002. Program Committee for annual conference, 2003 -
- Co-chair, WAPOR Conference on Survey Quality, Cadenabbia Italy, June 2004, 2006
- Vice-President and President Elect, 2005 – 2006
- President, 2006 – 2008.
- Past President, 2009 – 2010.
- Contributing Editor, *The Public Perspective*, 1994 – 2002.
- Advisory Board Member, Campaign Assessment and Candidate Outreach Project, 1998 – 2000.
- Editorial Board, *International Journal of Public Opinion Research*, 1999 – 2003. Editor, *International Journal of Public Opinion Research*, 2003 –. Editorial Board, *Journal of Communication*, 2005 – 2007.

References

- Abuza, Z. (2003) *Militant Islam in Southeast Asia: Crucible of Terror*. Boulder, CO: Lynne Rienner.
- Adamson, F. B. (2005) “Globalisation, Transnational Political Mobilisation, and Networks of Violence”, *Cambridge Review of International Affairs*, vol. 18, no. 1, 31-49.
- BBC (2014) *BBC World Service Poll, BBC – PIPA – Globescan*, 3 June 2014. Available at: <http://downloads.bbc.co.uk/mediacentre/country-rating-poll.pdf>
- Blick, A. et al. (2006) *The Rules of the Game, Terrorism, Community and Human Rights*. University of Essex: Human Rights Centre.
- Bonney, R., (2004) *Jihad: From Quar'an to bin Laden*. Basingstoke: Palgrave.
- Brown, M. (1996) *Nationalism and Ethnic Conflict*. Cambridge, MA: MIT Press.
- Brubaker, R. 1996. *Nationalism Reframed: Nationhood and the National Question in the New Europe*. Cambridge: Cambridge University Press.
- Collier, P. and Hoeffler A. (2001) *Greed and Grievance in Civil War*. Washington: World Bank.
- Cordell, K. and Wolff, S. (2009) *Ethnic Conflict: Causes, Consequences, and Responses*. Cambridge: Polity.
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From: Dr Ijaz Gilani
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H-45, Street 52,
F-7/4, Islamabad
Pakistan

To: Dr Colin Irwin
Department of Politics
8-11 Abercromby Square
University of Liverpool
Liverpool L69 7WZ
UK

Re: ESRC Grant Application: ‘Analysing Violent ‘Glocal’ Conflicts in Global, Regional, Transnational, National, and Local contexts using ‘Global Centric’ Samples’.

Dear Dr Irwin,

I am writing to you to confirm that the staff and facilities of the Gilani Research Foundation will be able to host you and this research project and provide all necessary support to ensure that it is a success. Specifically we will be pleased to extend the following services to you at our cost as follows:

1. Methodological consultancy on both the Global Centric Sample and conflict samples in Hard To Reach (HTR) populations.
2. Accommodation for your researchers at our offices in Islamabad.
3. Staff and computer facilities to process the data at our offices in Islamabad.
4. Analysis of top line results and in-depth analysis as may be required.
5. Production of associated reports and on-line publications.
6. Management and production of associated press releases as may be required.
7. Archiving of the data sets on the Foundations computers.
8. On-line access to the data and reports for third party researchers on an on-going basis.

With 30 years of experience in this kind of research in the Muslim World and as the inventors and developers of the Global Centric Sample we are delighted to have this opportunity to partner with you and the UK Economic and Social Research Council. As Pakistan's foremost social research lab we have previously worked with a number of UN agencies in Pakistan and leading academic institutions such as Harvard, MIT, Oxford, LSE and Yale. For those not familiar with our organisation I would like to draw your attention to our websites at Gallup Pakistan: www.gallup.com.pk and at the Gilani Research Foundation: www.gilanifoundation.com

In an effort to quantify the value of this commitment to your project and the ESRC we estimate that the number of PM (person months) to undertake this program of research at our Foundation to be approximately 8.55 at a cost of 100,000 USD (76,467 GBP) when office, computer facilities and organisation overheads are included [Note: Including Gallup Pakistan we have a total staff of 50+ Researchers across 3 offices in Pakistan . 5 staff members will

work directly on this study].

I should like to add that we will do everything we can to ensure the success of the project so that it can achieve all of its objectives and very much look forward to hosting you here at our offices in Islamabad. Hopefully you will also find time to visit and work with some of our other staff at our other offices across Pakistan while you are here.

Kind regards,



Ijaz Gilani
Chairman, Gilani Research Foundation and Gallup Pakistan

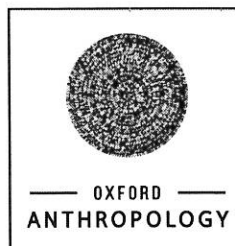
Date : 20th August 2016

SCHOOL OF ANTHROPOLOGY AND MUSEUM ETHNOGRAPHY

51-53 Banbury Road, Oxford OX2 6PE

Tel: 01865 274582

Email: information@anthro.ox.ac.uk



19 September, 2016

Dear Dr. Irwin,

We are delighted to accept your invitation to join the Advisory Board of your proposed ESRC project 'Analysing Violent 'Glocal' Conflicts in Global, Regional, Transnational, National and Local Contexts using 'Global Centric' Samples'. Your initiative harmonizes well with many longstanding research interests at our Institute of Cognitive and Evolutionary Anthropology and Centre for the Resolution of Intractable Conflicts here at the University of Oxford.

Your project promises to enhance our work and leverage some of our research results in novel and important ways. We are keen to contribute to the project in an advisory capacity at every stage of your project's life-cycle. We can advise on issues of research design, sampling, database construction and management, and on how to effectively make the link with the policy world.

More specifically the bringing together of your global perceptions data sets on conflict and the fact based data sets provided by your research partners with our own data sets will undoubtedly create new opportunities for analysis and research insights. With this point in mind we will do everything necessary to make sure these various projects can seamlessly work together.

Our involvement would not just be limited to the two of us but would draw on a wider range of relevant expertise here at Oxford as well as of our many overseas collaborators. Currently we have a highly motivated team of approximately ten postdoctoral researchers whose work touches upon the broader issues of your proposed project. In addition, we have close working relationship with Lord John Alderdice who is known especially for his work on the Northern Ireland peace process, and who is the Director of the Centre for the Resolution of Intractable Conflicts. His input has proved to be valuable to us on how best to turn our research findings into policy outcomes.

Over the course of the project you would be more than welcome to tap into this dense and diverse network of researchers and policy experts. We could also help you set up meetings of the Advisory Board here if desired.

Kind regards,

Harvey Whitehouse

Pieter François

The School of Anthropology incorporates:

The Institute of Social and Cultural Anthropology
The Institute of Cognitive and Evolutionary Anthropology
The Institute for Science, Innovation and Society

The Centre on Migration, Policy and Society
The Institute of Human Sciences
and the academic activity of The Pitt Rivers Museum



From: Alex Dunmire
Senior Director Analytic Services; DigitalGlobe Analytics
601 Bayshore Boulevard, Suite 825
Tampa FL 33606, USA

To: Dr Colin Irwin
Department of Politics
8-11 Abercromby Square
University of Liverpool
Liverpool L69 7WZ
UK

Re: ESRC Grant Application: 'Analysing Violent 'Glocal' Conflicts in Global, Regional, Transnational, National, and Local contexts using 'Global Centric' Samples'.

Dear Dr Irwin,

I am writing to you to confirm that we very much look forward to having an opportunity to work with you on this most interesting ESRC project. Given the GPS coordinates of your data across the conflict areas of the MENA and West Asia regions we will be able to add a number of data sets to your data for further analysis. These will include but are not limited to:

1. Comprehensive Human Geography datasets for 50+ countries. These datasets consist of transportation networks, socio-cultural distribution, demographics, hydrography, wide-variety of Points of Interest, and conflict data. Each of these is multi-sourced and contains robust metadata that provides details on collection methodology and background data related to each feature class.
2. Poverty index assessments for 50+ countries
3. Geospatial predictive analysis of based off historic conflict points
4. Crowd Sourced Points of Interests (POI) for 50+ countries from DigitalGlobe's GeoHive platform. These POIs include over 10 million points with associated image chip of each POI.

We understand that you will make your ESRC grant funded data sets available to us at no cost and on this bases we are pleased to share our data sets with you. Given the cost of your part of the project to be in the region of 1M GBP I can add that the value of our data sets is in excess of \$20 Million USD. Additionally we will be able to draw on our extensive expertise and resources at DigitalGlobe as a Fortune 500 company with an annual turn over of 750M USD and a total staff of 1,300 across our various divisions.

I look forward to hosting you here at our offices in the USA and am confident we will be able to develop analysis that can provide new insights into the relationships between the public opinion perceptions of conflict in a global context and our 'Big Data' approach to questions of conflict resolution.

Kind regards,

A handwritten signature in cursive script that reads "Alex Dunmire".

Alex Dunmire
Senior Director Analytical Services

Date: 7th September 2016

www.digitalglobe.com

1601 Dry Creek Drive, Suite 260 | Longmont CO 80503 | USA

From: Daniel Hyslop
Research Director, Institute for Economics and Peace
Level 4, 205 Pacific Highway
St. Leonards, NSW, Sydney 2067
Australia



To: Dr Colin Irwin
Department of Politics
8-11 Abercromby Square
University of Liverpool
Liverpool L69 7WZ, UK

Re: ESRC Grant Application: 'Analysing Violent 'Glocal' Conflicts in Global, Regional, Transnational, National, and Local contexts using 'Global Centric' Samples'.

Date: 5 October 2016

Dear Dr Irwin,

I am writing to you to confirm that the staff and offices of the Institute for Economics and Peace (IEP) will be able to support you on this research project and provide the specific technical assistance detailed in the proposal to ensure that it achieves its goals.

IEP recognises this project would be a major innovation in the field of peace and conflict research and would provide much needed data to inform evidence based research on the short and long term drivers of conflict. The data would be a highly valuable source of information for the Institute's research on the factors that determine peace and in measuring peace across the world. IEP also envisages it would also potentially supplant a range of broader initiatives such as the Sustainable Development Goals (SDGs) and specifically Goal 16 of the SDGs which currently has a distinct lack of data. IEP would work with partners on this project to conduct advanced statistical analysis as well as descriptive analysis with the aim of incorporating these findings throughout IEP's core research on measuring peace, terrorism, conflict and its drivers as well as its economic costs.

The Institute for Economics and Peace is an international research institute dedicated to building a greater understanding of the inter-relationships between business, peace and economics with particular emphasis on the economic benefits of peace. IEP is an independent, non-partisan, not-for-profit organisation with offices in Sydney, New York and Mexico City.

IEP is delighted to have this opportunity to partner with you and the UK Economic and Social Research Council. My contact details are below if you require any further information.

Kind regards,

A handwritten signature in blue ink, appearing to read "Daniel Hyslop".

Daniel Hyslop
Director of Research
Institute for Economics and Peace (IEP)

M: +61 422 350 379, E: dhyslop@economicsandpeace.org, W: <http://www.economicsandpeace.org/>



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Professor Jane Elliot
Chief Executive
Economic and Social Research Council
Polaris House
North Star Avenue
Swindon
SN2 1UJ

14 October 2016

Re: Dr Colin Irwin, contractual status at the University of Liverpool

Dear Professor Elliot,

Dr Colin Irwin is an Honorary Senior Research Fellow in the Department of Politics at the University of Liverpool and this project proposal has our full support. Dr Irwin is an integral member of the Department, with full access to office, computing, telephone and all other facilities. Dr Irwin has no teaching or administrative duties, his entire time being devoted to research and he benefits from, and participates fully in, our departmental, school and faculty research environment. There are particularly strong links to the work of Professor Jon Tonge (CI for the proposed project) as well as the work of other colleagues in Politics, Irish Studies and elsewhere in the university which form part of the Faculty's Conflict and Security research theme. Dr Irwin is highly experienced in managing large grants and complex research projects and has previously delivered a large number of projects hosted at UK universities, managed in the same way we propose for this ESRC project. Specifically, Dr Irwin will be employed full-time by the University of Liverpool. He will remain an Honorary Research Fellow in the Department of Politics for the lifetime of the project and, as such, will continue to have full access to all the facilities required to deliver it, including office space, computing and telephone facilities, specialist statistical packages (SPSS) and library access. The university's Research Support Office has been involved at every stage of preparing this bid and, if successful, the award will be managed, administered and monitored in the same way as any other research award.

Yours sincerely

A handwritten signature in black ink that reads "Stuart Wilks-Heeg".

Dr Stuart Wilks-Heeg

TECHNICAL APPENDIX (6 pages)

FOR FULL DETAILS ALSO SEE QUOTATION FROM ORB INTERNATIONAL

APPENDIX 1 - The Size And Structure Of The Sampling Plan For A World Peace Poll

Conducted through the Global-Centric Method developed by the Gilani Research Foundation

Introduction

A more detailed account of the Global-Centric Method for global polls is available elsewhere and can be requested as needed (gilani@gallup.com.pk). Furthermore, a comparative evolution of global polling is provided in a paper prepared at the University of Chicago (Smith 2015), which cites, among other notable developments, the work on the Global-Centric Method. The purpose of this Appendix is to explain the key logic for the proposed sampling plan of approximately 25,000 interviews. The achieved sample will then be boosted to meet the specific requirements of the research agenda, which in this case is global conflict in the context of religion and geopolitics.

Explanation of the size and structure of the core sample (n=25,000)

Size: The core sample of 25,000 interviews ensures that all Countries in the Tier # 1 Group (G20 plus another few with large populations) achieve a sample of at least 500 (1000 for China and India). It further ensures that another 16 countries achieve a sample of at least 300 interviews. These are Tier # 2 Countries. The considerations to be included in this and the remaining two tiers are the same as for Tier # 1. Which country falls in which tier is however debatable and can be negotiated among a group of experts. The relevant booster adjustments for both states and subpopulations for this project are given in Table 4, Appendix II.

Geographical structure or distribution of the sample: Following the Global-Centric Sampling approach, a total sample of 25,000 was first allocated across the global population by taking countries as the basic unit and Population Proportionate to Size (PPS) as the allocation method. This is provided in Table 2. Some countries were over-sampled and others under-sampled in view of the Research Design and the varying degrees of error margins required of countries in each one of four tiers of countries as explained above. In other words the ideal PPS Sample was re-weighted to suit the Project Research Design. Accordingly the sample thus achieved has been labelled the **Proposed Sample (non-PPS)**.

Weighting to match the population of the universe

Since probability surveys should reflect the probabilities of any part in the universe of the surveyed population, a sample, which is disproportionate in character, requires to be weighted to match the distribution of the universe. The universe in this case is the global population. Consequently it is proposed that the achieved (disproportionate) sample be weighted to correspond with the census distribution of all countries in the global population. The **Weighting Scheme** is provided in Table 2 of this Appendix with weightings for the major regions and selection of sub-regions in Table 1.

Explanation on the size, structure and timing of the booster sample (n=2500)

Considering that Global Peace has a special interest in analysing opinions in Conflict Zones, it is interested in achieving statistically reliable estimates for populations living in Conflict Zones. However conflict zones can be sub-national, national or trans-national. In fact, empirical data from previous studies show that conflict zones are more likely to be **sub-national** and **trans-national** in character. Consequently the sampling approach adopted in this proposal is to determine **conflict zone sample sizes** on the basis of the known demographics of the parties to the conflicts and the experience of experts familiar with public opinion survey work with those populations. These boosters are summarised in Table 4 (available on request) with the rationale for these samples provided in Table 5, Appendix II. However, it should be noted that these samples can also be informed and adjusted from the findings of the core Proposed Sample Global Peace Poll (ex-post) rather than only on the basis of

prior theoretical judgments about the structure of the conflict zone population (ex-ante) and that the booster samples should be adjusted accordingly.

As in the case of the Size and Structure of the **Core Sample** (n=25,000) size and structure of the **Booster Sample** (n=8,000) is also debatable and can be negotiated by a Group of Experts to meet the needs of specific research requirements.

Summary: This Appendix explains the logic behind the four points identified in this Appendix: the **Size, Structure, Weights** of the Core Sample and the reason for the **Booster Sample**. The Key Tables are provided below.

Table 2. Master table to implement proposed sample and weighting scheme
(Sample only – full table available on request)

S.#	Region	Sub- Region	Country Tier Group #	Countries	Population 2012*	Proposed Sample (non-PPS)	Share of Country Population in global population %	Share of Proposed Sample in global sample %	Correction Weights for proposed sample	Share of Weighted Sample in global sample %
1	North America	<i>United States</i>	<i>1</i>	United States	313,914,040	500	4.5	2.0%	2.229	4.5%
2	North America	<i>Canada</i>	<i>1</i>	Canada	34,880,491	500	0.5	2.0%	0.248	0.5%
3	Latin America	<i>South America</i>	<i>1</i>	Argentina	41,086,927	500	0.6	2.0%	0.292	0.6%
4	Latin America	<i>South America</i>	<i>4</i>	Bolivia	10,496,285	32	0.1	0.1%	1.165	0.1%
5	Latin America	<i>South America</i>	<i>1</i>	Brazil	198,656,019	500	2.8	2.0%	1.411	2.8%
Etc	---	---	---	---	---	---	---	---	---	---
190	Australasia Pacific (A-P)	<i>Australasia</i>	<i>4</i>	Tuvalu	9,860	0	0.0	0.0%	1.251	0.0%
Total					7,046,374,900	25,020	100.0	100.0	1.000	100.0

Legend: Country Tiers (see details in Methods Note)

Table 3. Rank ordering by sample size and estimated error margins
(Sample only – full table available on request)

S.#	Region	Sub- Region	Countries	Population 2012*	Proposed Sample (non-PPS)	Estimated Error Margin
148	SAARC	<i>India</i>	India	1,236,686,732	1000	2.5
165	North Asia (CJK+)	<i>China</i>	China	1,350,695,000	1000	2.5
1	North America	<i>United States</i>	United States	313,914,040	500	4.5
2	North America	<i>Canada</i>	Canada	34,880,491	500	4.5
3	Latin America	<i>South America</i>	Argentina	41,086,927	500	4.5
Etc	---	---	---	---	---	---
190	Australasia Pacific (A-P)	<i>Australasia</i>	Tuvalu	9,860	0	9.0
Total				7,046,374,900	25,020	

Table 1. Regional summary of proposed global sample

S.#		Population 2012*	Target Sample	Population Share %	Share in sample %	Weights
1	NORTH AMERICA Region (Country-wise details available in the Master Table)	348,794,531	1,000	4.9%	4.0%	1.238
2	LATIN AMERICA Region (Country-wise details available in the Master Table)	607,435,916	3,447	8.6%	13.8%	0.626
	South America	402,255,842	1,815	5.7%	7.3%	0.787
	Central America	165,086,917	1,130	2.3%	4.5%	0.519
	Caribbean	40,093,157	502	0.6%	2.0%	0.284
3	Europe+ Region (Country-wise details available in the Master Table)	544,685,401	5,452	7.7%	21.8%	0.355
	Northwestern Europe	260,303,753	2,218	3.7%	8.9%	0.417
	Scandinavian Europe	25,860,394	619	0.4%	2.5%	0.148
	Southern Europe	130,490,169	1,211	1.9%	4.8%	0.383
	Eastern Europe	128,031,085	1,404	1.8%	5.6%	0.324
4	RUSSIAN - CIS Region (Country-wise details available in the Master Table)	206,071,181	1,185	2.9%	4.7%	0.617
5	Africa Region (Country-wise details available in the Master Table)	858,946,145	2,960	12.2%	11.8%	1.030
	East Africa	236,004,406	643	3.3%	2.6%	1.303
	West Africa	318,500,013	736	4.5%	2.9%	1.537
	Central Africa	132,391,397	569	1.9%	2.3%	0.826
	South Africa	172,050,329	1,012	2.4%	4.0%	0.604
6	MENA (Middle East-North Africa) Region (Country-wise details available in the Master Table)	370,374,529	2,562	5.3%	10.2%	0.513
	North Africa	221,420,624	670	3.1%	2.7%	1.173
	Fertile Crescent-Levant	77,675,152	869	1.1%	3.5%	0.317
	GCC+	71,278,753	1,023	1.0%	4.1%	0.247
7	TURKO-PERSIAN Region (Country-wise details available in the Master Table)	254,881,944	1,595	3.6%	6.4%	0.567
8	SAARC Region (Country-wise details available in the Master Table)	1,672,222,171	2199	23.7%	8.8%	2.700
	India	1,236,686,732	1,000	17.6%	4.0%	4.391
	Pakistan	179,160,111	500	2.5%	2.0%	1.272
	Bangladesh	154,695,368	500	2.2%	2.0%	1.099
	Bhutan	741,822	1	0.0%	0.0%	2.634
	Burma (Myanmar)	52,797,319	103	0.7%	0.4%	1.820
	Maldives	338,442	1	0.0%	0.0%	1.202
	Nepal	27,474,377	54	0.4%	0.2%	1.807
	Sri Lanka	20,328,000	40	0.3%	0.2%	1.805
9	ASEAN+ (East Asia) Region (Country-wise details available in the Master Table)	555,606,494	1,445	7.9%	5.8%	1.365
10	NORTH ASIA (CJK+) Region (Country-wise details available in the Master Table)	1,586,799,631	2,495	22.5%	10.0%	2.258
11	AUSTRALASIA PACIFIC (A-P) Region (Country-wise details available in the Master Table)	40,556,957	680	0.5%	2.7%	0.202
		7,046,374,900	25,020	100.0%	100.0%	1.000

APPENDIX II – Booster Samples¹

Table 5. States, regions, state populations, required booster samples, type and intensity of conflicts listed in the International Institute for Strategic Studies (IISS) database for conflicts that have connections with local and/or international Islamist movements.

(Sample only – full table available on request)

	State Sample (Non-PPS) + Booster = Total	Region	State Pop Non-PPS Sample	Booster Samples	Conflict Type and Intensity
1	China (1000+300=1300)	E Asia Australasia	1,368,440,000 (n=1000)	Uyghur and Han in Xinjiang ² (n=300)	Intra-State Medium
2	Philippines (300+150=450)	E Asia Australasia	101,063,700 (n=300)	Moro in ARMM ³ and Zamboanga ⁴ (n=150)	Insurgency Intra-State Low
3	Southeast Asian Islamist Terrorism	E Asia Australasia	439,595,883 (1,100)	Covered in Philippines (150) and Thailand (150) ⁵	Intra-State Low
4	Southern Thailand (200+150=350)	E Asia Australasia	64,871,000 (n=200)	Southern Thailand (n=150) ⁶	Intra-State Medium
5	Turkey (500+100=600)	Europe	77,695,904 (n=500)	Kurds ⁷ (n=100)	Insurgency Intra-State Medium
6	Egypt (300+100=400)	MENA	88,083,900 (n=300)	Sinai ⁸ (n=100)	Insurgency Medium
7	Iran (300+100=400)	MENA	78,148,000 (n=300)	Kurds and Sunni ⁹ (n=100)	Intra-State Archived
8	Iraq (300+700)	MENA	36,004,552 (n=300)	Kurds and Sunni ¹⁰ (n=700)	Insurgency High
Etc	---	---	---	---	---
34	International Terrorism 25,000+9,000=34,000	Worldwide	7,218,875,758 (n=25,000)	Trans-State ¹¹ (n=8,000)	Trans-State Low

¹ For a list of all the IISS data base conflicts see Table 11 in Irwin (2015).

² The Muslim Uyghur (43%) and Han (41%) population in Xinjiang.

³ The Mindanao population is 21,989,174 and the Autonomous Region in Muslim Mindanao (ARMM) population is 3,256,140.

⁴ The Mindanao population is 21,989,174 and the population of the Zamboanga Peninsula is 3,407,353.

⁵ This regional conflict will not require a regional booster in a Global Centric sample that combines Indonesia (n=500), Malaysia (n=100), the Philippines (n=300) and Thailand (n=200).

⁶ The population of these Provinces are: Yala 474,558, Narathiwat 718,724, Pattani 641,187, Sonkhula 1,329,635 for a total of 3,164,104.

⁷ The Kurds in Turkey represent about 20 per cent of the population and are politically represented by the PKK.

⁸ An oversample in Sinai to cover the predominantly Bedouin insurgency.

⁹ The Kurds and Sunni represent about 10 per cent of the Iranian population and should be sampled as part of a regional analysis.

¹⁰ The Sunni represent about 35 per cent of the Iraqi population of which about half are Kurds.

¹¹ Trans-State groups will not require booster samples as these will be covered in the global sample.

APPENDIX III – Questionnaire (Piloted in 2013 and Revised in 2014)¹²

1. Problems Questions

1.1 We are conducting a survey of all the countries in the world to better understand the causes of violent conflict and how to resolve them. But every place is different so first of all can you please tell me what you think is the most serious problem that has to be dealt with in your country? Write in.....

1.2 Now with regards to violent conflict in general I will read you a list of problems that have to be dealt with in different parts of the world. For each problem can you please tell me if it is 'Very Significant', 'Significant', 'Of Some Significance', 'Of Little Significance' or 'Of No Significance At All' in your country?

Problems	Very Significant	Significant	Of Some Significance	Of Little Significance	Of No Significance At All
1	Poor economy and unemployment				
2	Low standards of education				
3	Poor health care, roads and electrical supply				
4	Lack of food and clean water				
5	Corrupt Government				
6	Corruption and criminality in general				
7	Lack of free press and media				
8	Media that incites hatred				
9	Elections not free and fair				
10	Lack of democratic accountability				
11	Discrimination and sectarianism				
12	Prejudice and personal safety				
13	Lack of language and cultural rights				
14	UN resolutions and human rights violations				
15	Poor political leadership				
16	No political solution to end conflict				
17	No effective negotiations to end conflict				
18	So many killed and displaced by violence				
19	No justice and reconciliation				
20	The actions of the police				
21	The actions of the army				
22	The actions of terrorists and militants				
23	The actions of rebels and freedom fighters				
24	The military actions of foreign forces				
25	The government's foreign military engagements				

2. Conflict Intensity Questions

2.1 How would you rate the condition of peace and conflict in your country as of today? Please rate on a 1 to 10 scale where '1' means 'Fully Peaceful' and '10' means 'Extreme Conflict' in your country? [1-2-3-4-5-6-7-8-9-10]

2.2 Is there or has there recently been a violent conflict in your country?

YES or NO (If NO go to next question [3] if YES go to question [2.3] below)

¹² For reviews of the development of this instrument see Irwin and Deshmukh (2013) and Irwin (2014).

2.3 And do you think the situation regarding violent conflict in your country is getting ‘worse’, or is the situation getting ‘better’, or perhaps you think there is ‘no change’?

[Much Worse - Worse - No Change - Better - Much Better]

2.4 And as a result of the violent conflict please indicate if you or any member of your family has been the victim of:

2.4.1 Violent riots/protests... Yes/No

2.4.2 Violent attack... Yes/No

2.4.3 Damage and/or loss of property... Yes/No

2.4.4 Physical harm... Yes/No

2.4.5 Arrest... Yes/No

2.4.6 Imprisonment... Yes/No

2.4.7 Torture... Yes/No

2.4.8 Death... Yes/No

2.5 And how were relations between the parties to the violent conflict in the past?

[Always very good - Good - Neither good nor bad (or none) - Bad - Always very bad]

3. Other Countries Questions

3.1 Which country does the most for world peace? Write in.....

3.2 Which country is the greatest threat to world peace? Write in.....

3.3 Which country is your countries strongest ally? Write in.....

3.4 Which country is the greatest threat to peace in your country? Write in.....

3.5 And which non-state organisation (militant, paramilitary or terrorist) is the greatest threat to peace in your country? Write in.....

4. Solutions

4.1 Here is a list of steps that could be taken by the international community in an effort to reduce the levels of violent conflict around the world. Please indicate which options you consider to be ‘Essential’, ‘Desirable’, ‘Acceptable’, ‘Tolerable’, or completely ‘Unacceptable’ under any circumstances.

Solutions		Essential	Desirable	Acceptable	Tolerable	Unacceptable
1	Solution option					
2	Solution option					
3	Solution option					
4	Etc.					
5	Etc.					
25	Always ask the local people caught up in a violent conflict what they believe needs to be done to stop the violent conflict.					

4.2 And finally do you have another solution you would like to add to end violent conflict?

Write in.....

Demographics

Edited selection from the World Values Survey plus domestic/transnational political associations.

The World Peace Poll

Research Proposal

ORB International in conjunction with the WIN/Gallup International Association

June 2016



1. Introduction

ORB is delighted to present the following proposal for management of this exciting project. While other global studies have been conducted in the past, the World Peace Poll presents a unique set of challenges for polling data providers. With an ambitious 'global centric' sample plan, and a target sample size of over 30,000 respondents, the World peace poll will be the first of its kind to gather a snapshot of global public opinion.

ORB International is a full service research agency with offices in London and Washington DC. Established in 1994 we specialize in designing, executing and analysing research and evaluation projects in fragile and conflict states. Recent research projects have included:

- Ongoing political and social polling in some of the world's most difficult to reach areas including Syria, Afghanistan and Somalia.
- Ongoing qualitative focus groups and in-depth interviews with hard to reach audiences in the Syrian conflict such as former ISIL fighters and workers.
- Studies on political extremism, education and health across central and Sub-Saharan Africa.
- Studies on political extremism and drug trafficking across Latin America.

ORB has worked extensively in some of the world's most conflicted regions, and as such is ideally placed to manage a poll with such a wide scope of sample areas. We have become accustomed to managing the variety of cultural and political sensitivities that accompany conducting work in unstable or difficult to reach areas, and have developed effective strategies for overcoming these obstacles.

The World Peace Poll also presents an ideal opportunity for ORB to put our considerable expertise managing multi country projects into good effect. Since 1994, ORB has worked in over 85 countries world wide, with the majority of our experience coming in the field of political and social research. Two recent examples of this include an annual public opinion study in six countries across the Sahel region (Burkina Faso, Mauritania, Mali, Niger, Nigeria and Senegal) that we have repeated for the past seven years, as well as a quantitative and qualitative evaluation study focusing on girls' education across Kenya, Tanzania, Somalia, Ethiopia, Mozambique, Zimbabwe, DRC, Sierra Leone and Afghanistan for which we recently delivered the midline study.

When conducting social research data collection, local knowledge and experience is crucial to the success or failure of the project. With a research topic as sensitive as the World Peace Poll, effective experience of local customs is even more important. We are members of the Worldwide Independent Network/Gallup International Association (WIN/GIA) network of independent market research, which enables us to call on the expertise of our research partners in more than 75 countries. Throughout our experience working in Africa, Middle East, South America, and Europe issues we have encountered have ranged from governments outright refusing to allow the research to opposition groups detaining our interviewers to security threats or natural disasters making certain locations inaccessible. Flexibility is essential and preparation is of paramount importance. ORB can put its vast experience in

troubleshooting, and more importantly overcoming, obstacles such as these to ensure that we gather reliable data for the World Peace Poll.

The WIN/Gallup International network includes 75+ independent research and polling organizations. For the past 38 years, WIN/GIA has conducted an annual global survey in all of its member countries. The results of these studies comprise the annual End of Year survey, which provide interesting and broad insights in to global trends. The End of Year provides insights in line with founder Dr. George H. Gallup's belief that providing the people a voice is crucial for a functioning democracy. WIN/GIA's End of Year Survey provides a scientific view in to the thoughts and behaviours of people around the world. As such this would be the perfect survey vehicle for gathering data on the World Peace Poll.

2. Project Methodology

Overview

As in any research project it is important to ensure that an appropriate methodological approach is taken. With the World Peace Poll, this must be balanced against the need for timely and effective data collection on a massive scale. If samples are collected at significantly different times, then data is potentially biased by real-world events that could have occurred in the interim between one poll and another. Likewise, if ad hoc data collection were arranged in each country then this would present huge logistical challenges, as well as an extremely high cost considering the relatively short length of the questionnaire. ORB therefore proposes that the questions for the World Peace Poll are inserted into the WIN/GIA end of year survey. This will enable us to collect the data for approximately 18,000 interviews (56% of the total sample).

Where applicable, our partners within the network will also conduct 'boost' samples in the regions of particular interest to the project, accounting for an additional 5,100 interviews (15% of the total sample).

For the remainder of the interviews, ORB will select suitable partners to collect the data in a manner which is both economical and appropriate in terms of methodology. While data collection in so many countries presents a complex set of challenges, ORB will primarily aim to partner with organizations that can conduct the work in multiple countries, while we will ensure that correct procedures are followed with regard to questionnaire translation and back checking.

In accordance with the global centric sampling approach, ORB will work closely with Dr. Ijaz Gilani to ensure that data can be gathered in an effective and accurate manner in each of the target countries. A full breakdown of the proposed sample and methodology approach can be found in Appendix I.

Quality control and fieldwork management

ORB proposes dedicating an experienced project manager to work on the data collection phase of the project from start to completion. This will ensure that local fieldwork providers have one main point of contact, and that rigorous quality control oversight can be exercised from one location. Through ORB's experience working in conflict zones, we have developed a detailed data cleaning and checking procedure that enables us to quickly spot and correct any anomalies in the dataset. This includes:

- Ensuring that all data collected face-to-face has verifiable GPS coordinates.
- Checking data by interviewer in detail to ensure that correct procedures are followed and any unusual patterns can be spotted.
- Passing all data through our bespoke data validation program that monitors the level of duplication in an individual survey, high levels of non-response and number of interviews carried out per hour, by interviewer.

ORB will develop a consistent data-entry template that will be followed by all countries in order to ensure that datasets can be effectively merged and analysed at the end of fieldwork.

Survey instrument and research questions

ORB will ensure that the questionnaire is effectively piloted across a broad range of countries prior to the start of fieldwork. Any issues encountered during the pilot will be fed back immediately so that the research instrument can be refined prior to implementation. We will also identify any potential issues with question wording or sensitivity that may apply in certain countries. Further, ORB will work to ensure that all research questions in the RFP (Appendix 2) are answered.

We propose cognitive testing of the research instrument, when we will analyse any discrepancies between question wordings and ensure that respondents interpretations are consistent.

3. Experience and Network

ORB International and the Worldwide Independent Network/ Gallup International (WIN/GIA) is proposed as the research team for this project. ORB will serve as the project coordinator. But for a project of this scope it is essential that research which is delivered across multiple countries is of the same high standard.

Our Firm: ORB International

Over the past twenty-one years, ORB has grown to become a leading provider of social and opinion research. We have worked successfully with over 150 clients in the private and public sectors in over 85 countries, with much of that experience in Africa and conflict zones such as Iraq, Syria, Somalia, and Afghanistan. ORB has

extensive experience conducting both multi-wave and multi-country projects around the world. Some of these projects include:

Sahel: Multi Country Studies, 2014, 2013, 2012, 2011, 2010 and 2009

ORB conducted six waves of the Sahel study in these six countries, including Senegal, Mali, Mauritania, Nigeria, Niger and Burkina Faso. In this project, ORB conducted a nationally representative survey of between 1,200 and 3,600 respondents in each country. Question topics ranged from global affairs, environmental policies, regional security, terrorism and local governance. Post-stratification weights were calculated for each country and were included in the final SPSS .SAV file as well as the methodological report.

Africa and Afghanistan: Multi Country Study, 2015 and 2013

ORB recently began a multimember household study midline for a girls' education program in eight African countries and Afghanistan. ORB conducted the baseline for this study in 2013. This endeavour included educational assessments along with parent, teacher, and community leader interviews. In addition to both quantitative and qualitative fieldwork, ORB managed PDA programming, local partner management, and extensive data cleaning. The target countries included Afghanistan, the Democratic Republic of Congo, Ethiopia, Kenya, Sierra Leone, Somalia, Tanzania, and Zimbabwe.

South America: Multi Country Study, 2015 and 2014

ORB recently conducted a multi-country study of opinions in Honduras, Guatemala, Panama and Peru. Additionally, focus groups were fielded in each country. This project required substantial in-depth analysis and reporting, and sample sizes ranged from 1,200 to 1,500.

Middle East: Multi Country Study, 2014

ORB recently conducted a multi-wave study of 5 countries including Egypt, Iraq, Lebanon, Pakistan, and Syria. This project included two waves of research for three of the countries. ORB conducted quantitative and qualitative research focusing on security issues.

Our Network: Worldwide Independent Network of Market Research / Gallup International (WIN/GIA)

For the World Peace Poll ORB proposes to utilize the WIN/GIA network to deliver research that is accurate and competitively priced. All of the WIN/GIA member firms are locally based in their respective countries and work regularly in them, helping us to ensure that our research has the benefit of local knowledge, while fulfilling the demands of the global sampling approach. As a member of WIN/GIA and a world leader in management of multi-country survey projects, ORB International will serve as the project coordinator and primary client contact for this project.

WIN/GIA is the leading network of independent market research and polling firms across 75 countries with a combined turnover in excess of €550m. Gallup International was initially created in 1947, and came together with the Worldwide Independent Network of Market Research in 2010 to form the largest network of independent market research and polling firms in the world.

We believe that ORB International and the WIN/GIA network is well positioned for three three main reasons:

1. ORB has more than a decade of worldwide experience conducting research in difficult environments and conflict zones.
2. The global reach, history and experience of the WIN/GIA network, including its annual End of Year Survey.
3. ORB International's experience managing complex multi-country studies.

Our Geospatial Analysis Partners: Digital Globe

Since 2012, ORB has worked in close partnership with DigitalGlobe to provide geospatial analysis of our survey findings. We propose that GPS data is collected wherever possible on the World Peace Poll so that we can utilize these techniques in our final analysis.

DigitalGlobe, a leading provider of commercial high-resolution earth observation and advanced geospatial solutions, helps clients manage and master the explosion of location data from open source environments, quantitative polling/surveys, and other forms of intelligence data. DigitalGlobe's geospatial technology and visualization solutions integrate Government Off the Shelf (GOTS) and open-source software products to provide baseline geospatial analytic and visualization capabilities. Additionally, DigitalGlobe is a thought leader in predictive geospatial analysis and has incorporated these techniques and methodologies into hundreds of geospatial products over the past 10 years supporting various clients in the US Government.

4. ORB Team

The ORB Project team will be directed by Johnny Heald, assisted by Oliver Carden. We will also work closely with Dr. Ijaz Gilani, head of Gallup Pakistan and the Gilani Research foundation, which designed the Global-Centric sample. Both Johnny and Ijaz are board members for the WIN/GIA network and sit on the "End of Year" survey committee, so are ideally placed to lead this study.

Johnny Heald – Managing Director

Johnny became Managing Director in 2006 after eight years as Research Director at ORB. He has worked in research since graduating in 1992 and specializes in issue-based, international, consumer and socio-political research. He has been responsible for ORB's work in Iraq since 2004, Somalia since 2009 (with Cara Carter) and Syria since 2013, including training local researchers in focus group techniques and sampling methodologies. He has worked for both the UK and U.S. governments and has presented his insights at ESOMAR for two consecutive years. Johnny has been involved in several multi-country projects in Africa for the past several years, and he helped set up the first polling operation in Somalia in 2009, which is on-going. Johnny has vast experience polling and working across Africa and the Middle East. Closer to home, Johnny has provided private polling to the

Conservative party since 2004 and been a part of the campaign team in the 2005 and 2010 general election. Johnny speaks French, and holds a Degree in International Politics from the University of Liverpool. He is a member of the Board at WIN/GIA

Oliver Carden – Senior Research Analyst

Oliver graduated from the University of Leeds with a degree in Politics and Philosophy. Having worked for TNS Research International and Ipsos in the past, Oliver has worked on complex international projects as well as smaller ad hoc work in the UK. He typically participates in the entire research process, from proposal writing through to delivery of reports, and has managed numerous projects from start to finish. He is accustomed to working with a wide variety of both quantitative and qualitative methodologies, and is a frequent and proficient user of SPSS as well as other data analysis tools. Oliver's country-experience at ORB includes more than 11 countries in Sub-Saharan Africa, as well as wide experience in the Middle East and Latin America. He has recently led in-country training of interviewers in Sierra Leone, Kenya, Ethiopia, Mozambique and Nigeria.

Dr. Ijaz Gilani – Methodologist Consultant

Dr. Gilani has extensive experience conducting research in Pakistan and abroad especially in the United States and Middle East. He has recently directed a World Bank study on the problems of Small Entrepreneurs in Pakistan. Earlier his experience includes directing a World Bank funded study on Overseas Pakistanis, which involved interviews with more than 20,000 workers traveling to the Gulf. The findings of this study have become a standard reference for research in the field of international migration. He has done pioneering work in the field of media research and directs Gallup's annual study on the Media Scene in Pakistan. He has also directed a number of social research projects about health and education issues. In 1995-96, he headed the Multiple Indicators clusters study organised by the Government of Pakistan and Unicef. Dr. Gilani is a former President of the Marketing Research Society of Pakistan and has done extensive work in conducting marketing research studies for leading multinational and national business organization. He directs a bi-annual study titled "A Profile of the Pakistani Consumer" which is the most widely used source book by marketers in Pakistan. As head of Gallup Pakistan Dr. Gilani makes regular professional presentations to clients and works closely with them along with his team in the process of applying research to finding solutions to marketing problems.

5. Deliverables and timings

ORB will provide a cleaned datafile in SPSS (.sav) format. Ensuring that data formatting is completely consistent throughout all countries in the sample.

ORB will provide a comprehensive methodology report, noting any anomalies in data collection for any country if they arise.

ORB anticipates that data collection for the World Peace Poll will take approximately six months in total.

6. Budget

The cost for each element of the project is listed below.

Research Cost Estimate

These costs are calculated at an exchange rate of \$1= £0.69p. We reserve the right to recalculate budget at the time of commissioning should there be a significant shift in this exchange rate.

Cost Estimate	
Line Item	Cost
Questionnaire Preparation and piloting	£27,600
Fieldwork	£570,113
Data Processing	£7,245
Central Coordination	£93,495
Total Cost	£698,453

Appendix I. – Sampling methodology by country

Country	Total interviews (n=)	Provisional methodology	Covered on WIN/GIA End of Year?
Afghanistan	1000	Face to Face	Yes
Albania	29	Telephone	No
Algeria	100	Telephone	Yes
Angola	100	Face to Face	No
Argentina	500	Online	Yes
Armenia	20	Face to Face	Yes
Australia	500	Online	Yes
Austria	100	Online	Yes
Azerbaijan	250	Telephone	Yes
Bahamas	5	Telephone	No
Bahrain	15	Telephone	No
Bangladesh	1000	Telephone	Yes
Barbados	4	Telephone	No
Belarus	65	Telephone	No
Belgium	113	Online	Yes
Belize	4	Telephone	No
Benin	16	Telephone	No
Bhutan	1	Telephone	No
Bolivia	32	Telephone	No
Bosnia and Herzegovina	36	Telephone	Yes
Botswana	8	Telephone	No
Brazil	500	Face to Face/Online	Yes
Brunei	1	Telephone	No
Bulgaria	100	Face to Face	Yes
Burkina Faso	26	Telephone	No
Burma (Myanmar)	103	Face to Face	No
Burundi	37	Telephone	No
Cambodia	24	Telephone	No
Cameroon	100	Face to Face	No
Canada	500	Online	Yes
Cape Verde	1	Telephone	No

Central African Republic	17	Telephone	No
Chad	47	Telephone	No
Chile	200	Online	No
China	1300	Online	Yes
Colombia	300	Telephone	Yes
Comoros	2	Telephone	No
Congo	300	Telephone	Yes
Congo (Zaire)	16	Telephone	No
Costa Rica	54	Telephone	No
Croatia	40	Telephone	No
Cuba	141	Face to Face	No
Cyprus	8	Telephone	No
Czech Republic	82	Face to Face	Yes
Denmark	108	Online	Yes
Djibouti	2	Telephone	No
Dominican Republic	128	Face to Face	No
Ecuador	48	Face to Face	Yes
Egypt	400	Face to Face	No
El Salvador	71	Telephone	No
Equatorial Guinea	3	Telephone	No
Eritrea	14	Telephone	No
Estonia	9	Telephone	No
Ethiopia	300	Face to Face	Yes
Fiji	6	Telephone	Yes
Finland	105	Telephone	Yes
France	500	Telephone	Yes
French Polynesia	1	Telephone	No
Gabon	6	Telephone	No
Gambia	3	Telephone	No
Georgia	100	Telephone	Yes
Germany	500	Telephone	Yes
Ghana	40	Face to Face	Yes
Greece	100	Online	Yes
Guatemala	300	Telephone	No
Guinea	18	Telephone	No
Guinea-Bissau	3	Telephone	No
Guyana	2	Telephone	No

Haiti	127	Face to Face	No
Honduras	90	Telephone	No
Hong Kong	52	Telephone	Yes
Hungary	77	Telephone	No
Iceland	6	Online	Yes
India	1300	Telephone	Yes
Indonesia	500	Face to Face	Yes
Iran	400	Telephone	Yes
Iraq	1000	Telephone	Yes
Ireland	100	Online	Yes
Israel	200	Telephone	Yes
Italy	500	Face to Face	Yes
Ivory Coast	31	Telephone	No
Jamaica	34	Telephone	No
Japan	500	Face to Face	Yes
Jordan	41	Telephone	No
Kazakhstan	113	Face to Face	No
Kenya	200	Face to Face	No
Kosovo	17	Face to Face	Yes
Kuwait	38	Telephone	No
Kyrgyzstan	37	Telephone	No
Laos	11	Telephone	No
Latvia	14	Online	Yes
Lebanon	428	Telephone	Yes
Lesotho	8	Telephone	No
Liberia	7	Telephone	No
Libya	313	Face to Face	No
Lithuania	21	Telephone	No
Luxembourg	5	Telephone	No
Macao	4	Telephone	No
Macedonia	20	Face to Face	Yes
Madagascar	92	Telephone	No
Malawi	66	Telephone	No
Malaysia	100	Online	No
Maldives	1	Telephone	No
Mali	323	Face to Face	No
Malta	3	Telephone	No
Mauritania	8	Telephone	No
Mauritius	5	Telephone	No
Mexico	500	Face to Face	Yes

Moldova	25	Telephone	No
Mongolia	20	Telephone	Yes
Montenegro	6	Telephone	No
Morocco	100	Face to Face	Yes
Mozambique	104	Face to Face	No
Namibia	9	Telephone	No
Nepal	54	Telephone	No
Netherlands	300	Online	Yes
New Caledonia	1	Telephone	No
New Zealand	100	Online	No
Nicaragua	68	Telephone	No
Niger	27	Telephone	No
Nigeria	1000	Face to Face	Yes
North Korea	119	TBC	No
Norway	100	Online	No
Oman	39	Telephone	No
Pakistan	1000	Face to Face	Yes
Palestinian territories	200	Telephone	Yes
Panama	43	Telephone	Yes
Papua New Guinea	52	Telephone	Yes
Paraguay	21	Telephone	No
Peru	100	Face to Face	Yes
Philippines	450	Face to Face	Yes
Poland	500	Face to Face	Yes
Portugal	100	Online	Yes
Puerto Rico	46	Telephone	No
Qatar	24	Telephone	No
Romania	300	Telephone	Yes
Russia	650	Online	Yes
Rwanda	43	Telephone	No
Samoa	1	Telephone	No
Saudi Arabia	500	Telephone	Yes
Senegal	22	Telephone	No
Serbia	67	Face to Face	Yes
Sierra Leone	9	Telephone	No
Singapore	9	Telephone	No
Slovak republic	42	Telephone	No
Slovenia	19	Online	Yes

Solomon Islands	4	Telephone	No
Somalia	1000	Face to Face	No
South Africa	500	Online/Face to Face	Yes
South Korea	500	Face to Face	Yes
South Sudan	23	Telephone	No
Spain	500	Online	Yes
Sri Lanka	40	Telephone	No
Sudan	250	Face to Face	No
Suriname	2	Telephone	No
Swaziland	5	Telephone	No
Sweden	300	Online	Yes
Switzerland	100	Online	No
Syria	1000	Face to Face	No
Taiwan	300	Online	No
Tajikistan	210	Face to Face	No
Tanzania	106	Face to Face	No
Thailand	350	Telephone	Yes
Timor Leste	9	Telephone	No
Togo	10	Telephone	No
Trinidad and Tobago	17	Telephone	No
Tunisia	23	Face to Face	Yes
Turkey	600	Telephone	Yes
Turkmenistan	35	Telephone	No
UAE	107	Online	No
Uganda	100	Face to Face	No
Ukraine	500	Online	Yes
United Kingdom	500	Online	Yes
Uruguay	10	Telephone	No
USA	500	Online	Yes
Uzbekistan	300	Face to Face	No
Vanuatu	1	Telephone	No
Venezuela	100	Telephone	No
Vietnam	300	Face to Face	Yes
Yemen	1000	Face to Face	No
Zambia	58	Telephone	No
Zimbabwe	57	Telephone	No

APPENDIX II - REQUEST FOR PROPOSAL AND TENDER

Dr Colin Irwin, Department of Politics, The University of Liverpool (*The Institution*)
e: colin.irwin@liverpool.ac.uk t: 0044 (0)7738198954 w: www.peacepolls.org

Is requesting a proposal (RFP) and tender from eligible companies, or consortium of companies under the direction of a lead company, for the following service:

Provision of a Global-Centric sample of public opinion on issues related to global violent conflicts with booster samples of critical minority populations.

Closing date for receipt of RFP and tender: June 2016.

GENERAL INFORMATION

Public opinion surveys have been used for conflict analysis since World War II and were developed as an aid for conflict resolution in support of negotiations and instrument of public diplomacy in Northern Ireland in the 1990s (Irwin, 2002). What are now referred to as 'peace polls' have subsequently been employed to bring the views of critical populations into peace processes in a number of conflicts around the world (Irwin, 2012). However, the application of this methodology has been done on an *ad hoc* basis and generally bespoke to a particular theatre of violence receiving international attention.

In their review of UN peacekeeping operations around the World the Senior Advisory Group (UN, 2011) noted that the views of local people were not systematically being sought to help resolve conflicts and they strongly recommended that this omission should be rectified. Accordingly the UN Department of Peacekeeping Operations' (DPKO) policies were reviewed to address this issue, which included the application of 'pace polls' (DPKO/NUPI 2013; DPKO, 2013). To this end, by mainstreaming 'peace polls' through their global application the views of local people can be made a normal part of every day conflict discourse and comparative analysis in conditions of both violent conflict and states of peace.

Significantly, the contemporary conflicts of greatest concern to the international community are not limited to national/state boundaries and by extension are not limited to national/state samples. These conflicts include, but are not limited to, the conflict over competing claims to seabed resources in the South China Sea, the conflict in the Ukraine and the conflicts across the Middle East and North Africa (MENA) as a result of the Arab Spring (RUSI, 2015 and Pew, 2015 for public awareness of these conflicts).

Critically, these kinds of conflicts can not be adequately sampled and tracked with traditional national/state samples as they have local, national, regional, transnational and sometimes global characteristics. The costs of global samples based on national samples are too high to make them sustainable for tracking purposes and semi-global samples can miss important elements of such conflicts. Additionally both methodologies can also miss critical sub-populations engaged in violent conflict. The use of Global-Centric samples with appropriate boosters for critical sub-populations can solve these problems (Irwin, 2015). This polling project is being undertaken to develop and refine this new methodology to monitor and track conflicts with a global dimension.

SAMPLE

Examining all the major conflicts in the world in global context is beyond the scope of this project. Rather it is designed to develop new methodologies that can accomplish this task. With this point in mind this project will focus on the conflicts which presently have the most extensive global reach, namely the wars across the MENA region and West Asia and by extension their impact on violent conflicts involving Muslim populations around the world. This will be done using the Gilani Research Foundation Global-Centric sample described in Appendix I with booster samples for critical populations as may be required.

It should be noted that an earlier design for this methodology used a Population Proportionate to Size (PPS) sample plan in which the size of each sample was always the same fraction/percent of the population being sampled (Gilani, I. and Gilani, B. 2013). This model was used for an earlier analysis of the sample requirements for a 'world peace poll' (Irwin 2015). However, when this paper was presented at the WAPOR annual conference in Buenos Aires it was widely thought that a more efficient sampling plan could be achieved by reducing the size of samples for very large states, such as China and India, while increasing the sample sizes for relevant populations/states that were smaller, and then weighting the results accordingly. This has been done in Appendix I to produce a non-PPS sample where table 1 lists the samples achieved for each region, table 2 lists all the states in these regions with their tier/sample size classification and correction weights and table 3 rank orders the states by size with their estimated margin of error.

The key features of this sample and its associated fieldwork can be summarised as follows:

1. The collection of a 25,000 (n) Global-Centric sample as described in Table 3. The fieldwork for the collection of this sample should be kept to a workable minimum number of weeks/months (probably more than 1 month but not exceeding 3 to 4 months) using a variety of sampling methods (internet, phone and face-to-face) as may be most appropriate in terms of cost effectiveness and accuracy.
2. The collection of approximately 8,000 (n) booster samples to document the critical populations required for conflict analysis, locally, regionally and globally. These are listed in Appendix II to reflect the demographic profile of both the states in conflict and the parties/groups to conflict. They are a subset of all the conflicts listed in the International Institute of Strategic Studies (IISS) database and reviewed more extensively in Irwin (2015), *Constructing a 'World Peace Poll' in an age of Global Conflict*. The booster samples are prioritised to include all those listed with conflicts of 'High', 'Medium' or 'Low' intensity, with conflicts that are 'Archived' of less priority (IISS 2015). The size of the booster samples suggested here in Table 4 range from a maximum state sample size of 1000 for the most intense state conflicts down to a low of 100 to 150 for some of the local insurgent groups. The size of these samples is debatable and can be adjusted following the collection of the base Global-Centric sample of 25,000.
3. With the addition of the 8,000 booster samples the field work for the completion of the Global-Centric sample, its evaluation and the collection of the booster samples should also be kept to a total workable minimum number of months (probably more than 2 months but less than 6 months). However, it is understood that some 'Hard-to-Reach Populations' in conflict zones can sometimes be very difficult to sample requiring exceptional methodologies and/or exclusions with appropriate explanations and documentation.

QUESTIONNAIRE

Using a standard set of questions (Appendix III) that employs the scales and methods developed in Northern Ireland, the Balkans, Middle East and Asia, a number of analysis can be completed that include: problems specific to the conflict being examined; problems common to most conflicts in comparative perspective; intensity of conflict and the role of state and non-state actors in conflict and peace making (questions 1 to 3). Critically the reports of respondent's perceptions will be analysed by all relevant demographic variables including the group affiliations of those subject to or involved in violent actions. This can also be done at various levels including national, regional, transnational and global which in turn will require a standard sub-set of demographic questions which need to be decided in the context of the sampling requirements.

The critical parameters are gender, age, ethnicity, religious denomination, language, education, marital status, household, employment, income, urban/rural, type of habitat, size of town and region. All these variables are covered in the World Values Survey and other regional barometers in considerable detail so using a sub-set of these demographic questions is the way forward. Critically, and most importantly, by using the World Values Survey demographic questions it will be possible to check the accuracy of the Global sample against the results of this research as all these results are in the public domain.

However, the World Values Survey demographic questions are as long or possibly even longer than the whole of the questionnaire proposed here in Appendix III. With this point in mind a subset and/or reduced versions of the World Values Survey demographic questions should be used with care taken to make sure the units and categories are the same so that comparisons can still be made.

Additionally, there are a few items that may need some special attention and these should be reviewed at the cognitive testing stage of the questionnaire. For example the coding for refugees and internally displaced persons (IDPs) and 'employment' in 'militant' or 'paramilitary' as well as military organisations. Finally it will be necessary to include a political affiliation/preference question specific to each country. This is done in the World Values Survey with a 'who would you vote for/never vote for?' question. But given the importance of various 'militant' and 'paramilitary' groups in this survey it will be necessary to add or substitute a question along the lines of 'which group most strongly represents your views?' and 'does not represent your views at all?' followed by a country specific list that includes political parties, national groups of 'militants' and internationally banned transnational organisations that are on the major international organisation 'terrorist' lists.

In consultation with parties to these conflicts (where possible) and representatives of the international community a brief series of possible 'Solutions' will be drawn up for inclusion in question 4. Significantly experience suggests that while local populations or states involved in such conflicts may consider various expert 'Solutions' negatively the wider international population/community may consider such expert 'Solutions' positively. Conversely some local populations may be willing to accept various expert 'Solutions' that some states/political elites, with conflicting interests, may find unacceptable.

RESEARCH QUESTIONS

It should be stressed that this approach to conflict sampling and analysis is not a substitute for detailed country/state samples and analysis but rather a vehicle for the sampling and analysis of conflicts in their wider context where conflicts are both local and global – ‘Glocal’. With its emphasis on the MENA and West Asia conflicts in regional and global context the data collected here will be used with other data sets to address the following research questions:

1. What are the minimum data collection requirements (sample sizes and time frame) for the effective analysis of public opinion and violent conflict in global, transnational, regional, sub-regional, national and local contexts?
2. Which conflicts are purely local and/or national or have sub-regional, regional, transnational or global dimensions and to what extent and intensity and which groups are effected?
3. What are the demographic profiles of groups in conflict at local, national, sub-regional, regional, transnational and global levels of analysis and by extension what is the potential for the expansion of these conflicts for populations sharing the same demographic characteristics?
4. Which apparently unconnected conflicts share common characteristics perhaps regionally and/or transnationally?
5. What is the perceived threat locally, regionally and globally of the conflicts sampled?
6. What is the extent and demographic profile of the Sunni/Shia conflict?
7. What ‘problems’ (requiring ‘solutions’) are perceived to be the causes of continued violent conflict, for which groups, with which demographic profiles in which conflicts, at what intensity, and what is the perceived role of state and non-state actors?
8. Which communities locally, nationally, sub-regionally, regionally and globally will accept which ‘solutions’ for conflict resolution?
9. What vehicles of dissemination can produce the greatest awareness of the critical parameters of global conflicts?
10. What are the correlations and mismatches between fact and perception based data for both violent conflict and peace.
11. What research strategies and perceptions based sample designs can most effectively track and monitor global conflict on a cost effective sustainable basis?

DESCRIPTION OF SERVICES

The consultant will:

1. Pilot the questionnaire to further ensure its robustness as an analytical tool for comparative peace and violent conflict analysis.
2. Provide a vehicle for including the questions in established national surveys on a global basis through an appropriate consortium of polling contractors as may be required.
3. Translate and linguistically adapt the questions in national and local languages in order to take into account cultural differences and to ensure comparable results.
4. Manage the fieldwork and ensure quality control at every stage of the survey implementation.
5. Following fieldwork code and compile results into the agreed electronic format.
6. Provide access to the full data set and top line analysis through a dedicated portal in a timely fashion.

MANDATORY REQUIREMENTS

In order to qualify, the consultant intending to bid must **certify** the following capabilities and provide supporting documentation in English:

1. The consultant(s) must have experience with surveys carried out on a global basis.
2. The consultant(s) should command the necessary logistical capacity to guarantee the coverage necessary for the collection of a Global-Centric sample as detailed in Appendix 1.
3. The consultant(s) must have experience and expertise to identify and sample key demographic groups (geographic, linguistic, ethnic, racial and religious) who are engaged in or are the victims of violent conflict nationally and/or transnationally.
4. The consultant(s) must document the soundness of the methodology used (including sample and questionnaire design, interview methods) and be able to ensure consistency in its implementation with the exception of critical ‘Hard-to-Reach Populations’, which may require exceptional methods, documentation and qualifications/omissions in some circumstances.
5. The consultant(s) must also be aware of and be able to take advantage of new methodologies (mobile, inter-net) as and when they are available and appropriate to use in order to increase country coverage with greater time and cost efficiencies.
6. The consultant(s) must have experience of translation and linguistic adaptation of complex survey questions in national and local languages of each of the countries where it operates.
7. The consultant(s) must have the capacity and experience to manage databases of complex surveys.

SCHEDULE AND BUDGET

The consultant(s) must provide schedules and budgets as follows:

1. For translation, pre-test and pilot with delivered data set, analysis and recommendations for global implementation of the questionnaire using the Global-Centric sample with boosters.
2. Global implementation of the questionnaire with a delivered data set for the Global-Centric sample including booster samples.
3. Top line analysis and full portal access to all data and results.

PROCEDURE FOR SUBMISSION OF PROPOSAL

Responses to this RFP and tender are to be submitted in English by the submission date of [to be decided].

The Institute reserves the right to require compliance with additional conditions as and when issuing the final solicitation document.

The Institute reserves the right to change the requirements at any time during the RFP and/or solicitation process.

If you have any questions please feel free to contact Dr Colin Irwin by email or phone.

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Appendix I

The Size And Structure Of The Sampling Plan For A World Peace Poll

Conducted through the Global-Centric Method developed by the Gilani Research Foundation

Introduction

A more detailed account of the Global-Centric Method for global polls is available elsewhere and can be requested as needed (gilani@gallup.com.pk). Furthermore, a comparative evolution of global polling is provided in a paper prepared at the University of Chicago (Smith 2015), which cites, among other notable developments, the work on the Global-Centric Method. The purpose of this Appendix is to explain the key logic for the proposed sampling plan of approximately 25,000 interviews. The achieved sample will then be boosted to meet the specific requirements of the research agenda, which in this case is global conflict in the context of religion and geopolitics.

Size And Structure Of The Core Sample (N=25,000)

Size

The core sample of 25,000 interviews ensures that all Countries in the Tier # 1 Group (G20 plus another few with large populations) achieve a sample of at least 500 (1000 for China and India). It further ensures that another 16 countries achieve a sample of at least 300 interviews. These are Tier # 2 Countries. The considerations to be included in this and the remaining two tiers are the same as for Tier # 1. Which country falls in which tier is however debatable and can be negotiated among a group of experts. The relevant booster adjustments for both states and subpopulations for this project are given in Table 4, Appendix II.

Geographical Structure Or Distribution Of The Sample

Following the Global-Centric Sampling approach, a total sample of 25,000 was first allocated across the global population by taking countries as the basic unit and Population Proportionate to Size (PPS) as the allocation method. This is provided in Table 2. Some countries were over-sampled and others under-sampled in view of the Research Design and the varying degrees of error margins required of countries in each one of four tiers of countries as explained above. In other words the ideal PPS Sample was re-weighted to suit the Project Research Design. Accordingly the sample thus achieved has been labelled the **Proposed Sample (non-PPS)**.

Weighting To Match The Population Of The Universe

Since probability surveys should reflect the probabilities of any part in the universe of the surveyed population, a sample, which is disproportionate in character, requires to be weighted to match the distribution of the universe. The universe in this case is the global population. Consequently it is proposed that the achieved (disproportionate) sample be weighted to correspond with the census distribution of all countries in the global population.

The **Weighting Scheme** is provided in Table 2 of this Appendix with weightings for the major regions and selection of sub-regions in Table 1.

Explanation On The Size, Structure And Timing Of The Booster Sample (N=8,000)

Considering that Global Peace has a special interest in analysing opinions in Conflict Zones, it is interested in achieving statistically reliable estimates for populations living in Conflict Zones. However conflict zones can be sub-national, national or trans-national. In fact, empirical data from previous studies show that conflict zones are more likely to be **sub-national** and **trans-national** in character. Consequently the sampling approach adopted in this proposal is to determine **conflict zone sample sizes** on the basis of the known demographics of the parties to the conflicts and the experience of experts familiar with public opinion survey work with those populations. These boosters are summarised in Table 4 with the rationale for these samples provided in Table 5, Appendix II. However, it should be noted that these samples can also be informed and adjusted from the findings of the core Proposed Sample Global Peace Poll (ex-post) rather than only on the basis of prior theoretical judgments about the structure of the conflict zone population (ex-ante) and that the booster samples should be adjusted accordingly.

As in the case of the Size and Structure of the **Core Sample** (n=25,000) size and structure of the Booster Sample (n=8,000) is also debatable and can be negotiated by a Group of Experts to meet the needs of specific research requirements.

Summary

This Appendix explains the logic behind the four points identified in this Appendix: the **Size, Structure, Weights** of the Core Sample and the reason for the **Booster Sample**. The Key Tables are provided below.

Table 1

REGIONAL SUMMARY OF PROPOSED GLOBAL SAMPLE (non-PPS)

(To be re-weighted as in Table 2)

S.#		Population 2012*	Target Sample	Population Share %	Share in sample %	Weights
1	NORTH AMERICA Region (Country-wise details available in the Master Table)	348,794,531	1,000	4.9%	4.0%	1.238
2	LATIN AMERICA Region (Country-wise details available in the Master Table)	607,435,916	3,447	8.6%	13.8%	0.626
	South America	402,255,842	1,815	5.7%	7.3%	0.787
	Central America	165,086,917	1,130	2.3%	4.5%	0.519
	Caribbean	40,093,157	502	0.6%	2.0%	0.284
3	Europe+ Region (Country-wise details available in the Master Table)	544,685,401	5,452	7.7%	21.8%	0.355
	Northwestern Europe	260,303,753	2,218	3.7%	8.9%	0.417
	Scandinavian Europe	25,860,394	619	0.4%	2.5%	0.148
	Southern Europe	130,490,169	1,211	1.9%	4.8%	0.383
	Eastern Europe	128,031,085	1,404	1.8%	5.6%	0.324
4	RUSSIAN - CIS Region (Country-wise details available in the Master Table)	206,071,181	1,185	2.9%	4.7%	0.617
5	Africa Region (Country-wise details available in the Master Table)	858,946,145	2,960	12.2%	11.8%	1.030
	East Africa	236,004,406	643	3.3%	2.6%	1.303
	West Africa	318,500,013	736	4.5%	2.9%	1.537
	Central Africa	132,391,397	569	1.9%	2.3%	0.826
	South Africa	172,050,329	1,012	2.4%	4.0%	0.604
6	MENA (Middle East-North Africa) Region (Country-wise details available in the Master Table)	370,374,529	2,562	5.3%	10.2%	0.513
	North Africa	221,420,624	670	3.1%	2.7%	1.173
	Fertile Crescent-Levant	77,675,152	869	1.1%	3.5%	0.317
	GCC+	71,278,753	1,023	1.0%	4.1%	0.247
7	TURKO-PERSIAN Region (Country-wise details available in the Master Table)	254,881,944	1,595	3.6%	6.4%	0.567
8	SAARC Region (Country-wise details available in the Master Table)	1,672,222,171	2199	23.7%	8.8%	2.700
	India	1,236,686,732	1,000	17.6%	4.0%	4.391
	Pakistan	179,160,111	500	2.5%	2.0%	1.272
	Bangladesh	154,695,368	500	2.2%	2.0%	1.099
	Bhutan	741,822	1	0.0%	0.0%	2.634
	Burma (Myanmar)	52,797,319	103	0.7%	0.4%	1.820
	Maldives	338,442	1	0.0%	0.0%	1.202
	Nepal	27,474,377	54	0.4%	0.2%	1.807
	Sri Lanka	20,328,000	40	0.3%	0.2%	1.805
9	ASEAN+ (East Asia) Region (Country-wise details available in the Master Table)	555,606,494	1,445	7.9%	5.8%	1.365
10	NORTH ASIA (CJK+) Region (Country-wise details available in the Master Table)	1,586,799,631	2,495	22.5%	10.0%	2.258
11	AUSTRALASIA PACIFIC (A-P) Region (Country-wise details available in the Master Table)	40,556,957	680	0.5%	2.7%	0.202
		7,046,374,900	25,020	100.0%	100.0%	1.000

Table 2
MASTER TABLE TO IMPLEMENT PROPOSED SAMPLE AND WEIGHTING
SCHEME

S.#	Region	Sub- Region	Country Tier Group #	Countries	Population 2012*	Proposed Sample (non-PPS)	Share of Country Population in global population %	Share of Proposed Sample in global sample %	Correction Weights for proposed sample	Share of Weighted Sample in global sample %
1	North America	<i>United States</i>	1	United States	313,914,040	500	4.5	2.0%	2.229	4.5%
2	North America	<i>Canada</i>	1	Canada	34,880,491	500	0.5	2.0%	0.248	0.5%
3	Latin America	<i>South America</i>	1	Argentina	41,086,927	500	0.6	2.0%	0.292	0.6%
4	Latin America	<i>South America</i>	4	Bolivia	10,496,285	32	0.1	0.1%	1.165	0.1%
5	Latin America	<i>South America</i>	1	Brazil	198,656,019	500	2.8	2.0%	1.411	2.8%
6	Latin America	<i>South America</i>	3	Chile	17,464,814	200	0.2	0.8%	0.310	0.2%
7	Latin America	<i>South America</i>	2	Colombia	47,704,427	300	0.7	1.2%	0.565	0.7%
8	Latin America	<i>South America</i>	4	Ecuador	15,492,264	48	0.2	0.2%	1.146	0.2%
9	Latin America	<i>South America</i>	4	Guyana	795,369	2	0.0	0.0%	1.412	0.0%
10	Latin America	<i>South America</i>	4	Paraguay	6,687,361	21	0.1	0.1%	1.131	0.1%
11	Latin America	<i>South America</i>	3	Peru	29,987,800	100	0.4	0.4%	1.065	0.4%
12	Latin America	<i>South America</i>	4	Suriname	534,541	2	0.0	0.0%	0.949	0.0%
13	Latin America	<i>South America</i>	4	Uruguay	3,395,253	10	0.0	0.0%	1.206	0.0%
14	Latin America	<i>South America</i>	3	Venezuela	29,954,782	100	0.4	0.4%	1.064	0.4%
15	Latin America	<i>Central America</i>	4	Belize	324,060	4	0.0	0.0%	0.288	0.0%
16	Latin America	<i>Central America</i>	4	Costa Rica	4,805,295	54	0.1	0.2%	0.316	0.1%
17	Latin America	<i>Central America</i>	4	El Salvador	6,297,394	71	0.1	0.3%	0.315	0.1%
18	Latin America	<i>Central America</i>	2	Guatemala	15,082,831	300	0.2	1.2%	0.179	0.2%
19	Latin America	<i>Central America</i>	4	Honduras	7,935,846	90	0.1	0.4%	0.313	0.1%
20	Latin America	<i>Central America</i>	1	Mexico	120,847,477	500	1.7	2.0%	0.858	1.7%
21	Latin America	<i>Central America</i>	4	Nicaragua	5,991,733	68	0.1	0.3%	0.313	0.1%
22	Latin America	<i>Central America</i>	4	Panama	3,802,281	43	0.1	0.2%	0.314	0.1%
23	Latin America	<i>Caribbean</i>	4	Bahamas	371,960	5	0.0	0.0%	0.264	0.0%
24	Latin America	<i>Caribbean</i>	4	Barbados	283,221	4	0.0	0.0%	0.251	0.0%
25	Latin America	<i>Caribbean</i>	3	Cuba	11,270,957	141	0.2	0.6%	0.284	0.2%
26	Latin America	<i>Caribbean</i>	3	Dominican	10,276,621	128	0.1	0.5%	0.285	0.1%

				Republic						
27	Latin America	Caribbean	3	Haiti	10,173,775	127	0.1	0.5%	0.284	0.1%
28	Latin America	Caribbean	4	Jamaica	2,712,100	34	0.0	0.1%	0.283	0.0%
29	Latin America	Caribbean	4	Puerto Rico	3,667,084	46	0.1	0.2%	0.283	0.1%
30	Latin America	Caribbean	4	Trinidad and Tobago	1,337,439	17	0.0	0.1%	0.279	0.0%
31	Europe +	Northwestern Europe	3	Austria	8,462,446	100	0.1	0.4%	0.300	0.1%
32	Europe +	Northwestern Europe	3	Belgium	11,142,157	113	0.2	0.5%	0.350	0.2%
33	Europe +	Northwestern Europe	1	France	65,696,689	500	0.9	2.0%	0.467	0.9%
34	Europe +	Northwestern Europe	1	Germany	81,889,839	500	1.2	2.0%	0.582	1.2%
35	Europe +	Northwestern Europe	3	Ireland	4,588,798	100	0.1	0.4%	0.163	0.1%
36	Europe +	Northwestern Europe	4	Luxembourg	531,441	5	0.0	0.0%	0.377	0.0%
37	Europe +	Northwestern Europe	2	Netherlands	16,767,705	300	0.2	1.2%	0.198	0.2%
38	Europe +	Northwestern Europe	3	Switzerland	7,997,152	100	0.1	0.4%	0.284	0.1%
39	Europe +	Northwestern Europe	1	United Kingdom	63,227,526	500	0.9	2.0%	0.449	0.9%
40	Europe +	Southern Europe	4	Cyprus	1,128,994	8	0.0	0.0%	0.501	0.0%
41	Europe +	Scandinavian Europe	3	Denmark	5,590,478	108	0.1	0.4%	0.184	0.1%
42	Europe +	Scandinavian Europe	3	Finland	5,414,293	105	0.1	0.4%	0.183	0.1%
43	Europe +	Southern Europe	3	Greece	11,280,167	100	0.2	0.4%	0.401	0.2%
44	Europe +	Scandinavian Europe	4	Iceland	320,137	6	0.0	0.0%	0.189	0.0%
45	Europe +	Southern Europe	1	Italy	60,917,978	500	0.9	2.0%	0.433	0.9%
46	Europe +	Southern Europe	4	Malta	418,366	3	0.0	0.0%	0.495	0.0%
47	Europe +	Scandinavian Europe	3	Norway	5,018,869	100	0.1	0.4%	0.178	0.1%
48	Europe +	Southern Europe	3	Portugal	10,526,703	100	0.1	0.4%	0.374	0.1%
49	Europe +	Southern Europe	1	Spain	46,217,961	500	0.7	2.0%	0.328	0.7%
50	Europe +	Scandinavian Europe	2	Sweden	9,516,617	300	0.1	1.2%	0.113	0.1%
51	Europe +	Eastern Europe	4	Albania	3,162,083	29	0.0	0.1%	0.387	0.0%
52	Europe +	Eastern Europe	4	Bosnia and Herzegovina	3,833,916	36	0.1	0.1%	0.378	0.1%
53	Europe +	Eastern Europe	3	Bulgaria	7,304,632	100	0.1	0.4%	0.259	0.1%
54	Europe +	Eastern Europe	4	Croatia	4,267,000	40	0.1	0.2%	0.379	0.1%
55	Europe +	Eastern Europe	4	Czech Republic	10,514,810	82	0.1	0.3%	0.455	0.1%
56	Europe +	Eastern Europe	4	Estonia	1,339,396	9	0.0	0.0%	0.528	0.0%
57	Europe +	Eastern Europe	4	Hungary	9,943,755	77	0.1	0.3%	0.459	0.1%
58	Europe +	Eastern	4	Kosovo	1,806,366	17	0.0	0.1%	0.377	0.0%

		Europe								
59	Europe +	Eastern Europe	4	Latvia	2,025,473	14	0.0	0.1%	0.514	0.0%
60	Europe +	Eastern Europe	4	Lithuania	2,985,509	21	0.0	0.1%	0.505	0.0%
61	Europe +	Eastern Europe	4	Macedonia	2,105,575	20	0.0	0.1%	0.374	0.0%
62	Europe +	Eastern Europe	4	Moldova	3,559,541	25	0.1	0.1%	0.506	0.1%
63	Europe +	Eastern Europe	4	Montenegro	621,081	6	0.0	0.0%	0.368	0.0%
64	Europe +	Eastern Europe	1	Poland	38,542,737	500	0.5	2.0%	0.274	0.5%
65	Europe +	Eastern Europe	2	Romania	21,326,905	300	0.3	1.2%	0.252	0.3%
66	Europe +	Eastern Europe	4	Serbia	7,223,887	67	0.1	0.3%	0.383	0.1%
67	Europe +	Eastern Europe	4	Slovakia Republic	5,410,267	42	0.1	0.2%	0.457	0.1%
68	Europe +	Eastern Europe	4	Slovenia	2,058,152	19	0.0	0.1%	0.385	0.0%
69	Russian - CIS	Russian Federation	1	Russian Federation	143,533,000	500	2.0	2.0%	1.019	2.0%
70	Russian - CIS	Armenia	4	Armenia	2,969,081	20	0.0	0.1%	0.527	0.0%
71	Russian - CIS	Belarus	4	Belarus	9,464,000	65	0.1	0.3%	0.517	0.1%
72	Russian - CIS	Georgia	3	Georgia	4,511,800	100	0.1	0.4%	0.160	0.1%
73	Russian - CIS	Ukraine	1	Ukraine	45,593,300	500	0.6	2.0%	0.324	0.6%
74	Africa	East Africa	4	Eritrea	6,130,922	14	0.1	0.1%	1.555	0.1%
75	Africa	East Africa	2	Ethiopia	91,728,849	300	1.3	1.2%	1.086	1.3%
76	Africa	East Africa	3	Kenya	43,178,141	100	0.6	0.4%	1.533	0.6%
77	Africa	East Africa	4	South Sudan	10,837,527	23	0.2	0.1%	1.673	0.2%
78	Africa	East Africa	3	Tanzania	47,783,107	106	0.7	0.4%	1.601	0.7%
79	Africa	East Africa	3	Uganda	36,345,860	100	0.5	0.4%	1.291	0.5%
80	Africa	West Africa	4	Benin	10,050,702	16	0.1	0.1%	2.230	0.1%
81	Africa	West Africa	4	Burkina Faso	16,460,141	26	0.2	0.1%	2.248	0.2%
82	Africa	West Africa	4	Cape Verde	494,401	1	0.0	0.0%	1.755	0.0%
83	Africa	West Africa	4	Gambia	1,791,225	3	0.0	0.0%	2.120	0.0%
84	Africa	West Africa	4	Ghana	25,366,462	40	0.4	0.2%	2.252	0.4%
85	Africa	West Africa	4	Guinea	11,451,273	18	0.2	0.1%	2.259	0.2%
86	Africa	West Africa	4	Guinea-Bissau	1,663,558	3	0.0	0.0%	1.969	0.0%
87	Africa	West Africa	4	Ivory Coast - Cote d Ivoire	19,839,750	31	0.3	0.1%	2.272	0.3%
88	Africa	West Africa	4	Liberia	4,190,435	7	0.1	0.0%	2.126	0.1%
89	Africa	West Africa	4	Mali	14,853,572	23	0.2	0.1%	2.293	0.2%
90	Africa	West Africa	4	Niger	17,157,042	27	0.2	0.1%	2.256	0.2%
91	Africa	West Africa	1	Nigeria	168,833,776	500	2.4	2.0%	1.199	2.4%
92	Africa	West Africa	4	Senegal	13,726,021	22	0.2	0.1%	2.215	0.2%
93	Africa	West Africa	4	Sierra Leone	5,978,727	9	0.1	0.0%	2.359	0.1%
94	Africa	West Africa	4	Togo	6,642,928	10	0.1	0.0%	2.359	0.1%
95	Africa	Central Africa	4	Burundi	9,849,569	37	0.1	0.1%	0.945	0.1%
96	Africa	Central Africa	3	Cameroon	21,699,631	100	0.3	0.4%	0.770	0.3%
97	Africa	Central Africa	4	Central African Republic	4,525,209	17	0.1	0.1%	0.945	0.1%
98	Africa	Central Africa	4	Chad	12,448,175	47	0.2	0.2%	0.940	0.2%
99	Africa	Central	2	Congo	65,705,093	300	0.9	1.2%	0.778	0.9%

		<i>Africa</i>								
100	Africa	<i>Central Africa</i>	4	Congo (Zaire)	4,337,051	16	0.1	0.1%	0.962	0.1%
101	Africa	<i>Central Africa</i>	4	Equatorial Guinea	736,296	3	0.0	0.0%	0.871	0.0%
102	Africa	<i>Central Africa</i>	4	Gabon	1,632,572	6	0.0	0.0%	0.966	0.0%
103	Africa	<i>Central Africa</i>	4	Rwanda	11,457,801	43	0.2	0.2%	0.946	0.2%
104	Africa	<i>South Africa</i>	3	Angola	20,820,525	100	0.3	0.4%	0.739	0.3%
105	Africa	<i>South Africa</i>	4	Botswana	2,003,910	8	0.0	0.0%	0.889	0.0%
106	Africa	<i>South Africa</i>	4	Lesotho	2,051,545	8	0.0	0.0%	0.911	0.0%
107	Africa	<i>South Africa</i>	4	Madagascar	22,293,914	92	0.3	0.4%	0.860	0.3%
108	Africa	<i>South Africa</i>	4	Malawi	15,906,483	66	0.2	0.3%	0.856	0.2%
109	Africa	<i>South Africa</i>	4	Mauritius	1,291,456	5	0.0	0.0%	0.917	0.0%
110	Africa	<i>South Africa</i>	3	Mozambique	25,203,395	104	0.4	0.4%	0.860	0.4%
111	Africa	<i>South Africa</i>	4	Namibia	2,259,393	9	0.0	0.0%	0.891	0.0%
112	Africa	<i>South Africa</i>	1	South Africa	51,189,307	500	0.7	2.0%	0.364	0.7%
113	Africa	<i>South Africa</i>	4	Swaziland	1,230,985	5	0.0	0.0%	0.874	0.0%
114	Africa	<i>South Africa</i>	4	Zambia	14,075,099	58	0.2	0.2%	0.862	0.2%
115	Africa	<i>South Africa</i>	4	Zimbabwe	13,724,317	57	0.2	0.2%	0.855	0.2%
116	Mena (Middle East - North Africa)	<i>North Africa</i>	3	Algeria	38,481,705	100	0.5	0.4%	1.366	0.5%
117	Mena (Middle East - North Africa)	<i>North Africa</i>	4	Comoros	717,503	2	0.0	0.0%	1.274	0.0%
118	Mena (Middle East - North Africa)	<i>North Africa</i>	4	Djibouti	859,652	2	0.0	0.0%	1.526	0.0%
119	Mena (Middle East - North Africa)	<i>North Africa</i>	2	Egypt	80,721,874	300	1.1	1.2%	0.955	1.1%
120	Mena (Middle East - North Africa)	<i>North Africa</i>	4	Libya	6,154,623	13	0.1	0.1%	1.681	0.1%
121	Mena (Middle East - North Africa)	<i>North Africa</i>	4	Mauritania	3,796,141	8	0.1	0.0%	1.685	0.1%
122	Mena (Middle East - North Africa)	<i>North Africa</i>	3	Morocco	32,521,143	100	0.5	0.4%	1.155	0.5%
123	Mena (Middle East - North Africa)	<i>North Africa</i>	4	Somalia	10,195,134	22	0.1	0.1%	1.645	0.1%
124	Mena (Middle East - North Africa)	<i>North Africa</i>	3	Sudan	37,195,349	100	0.5	0.4%	1.321	0.5%
125	Mena (Middle East - North Africa)	<i>North Africa</i>	4	Tunisia	10,777,500	23	0.2	0.1%	1.664	0.2%
126	Mena (Middle East - North Africa)	<i>Fertile Crescent-Levant</i>	2	Iraq	32,578,209	300	0.5	1.2%	0.386	0.5%
127	Mena (Middle East - North Africa)	<i>Fertile Crescent-Levant</i>	3	Israel	7,907,900	100	0.1	0.4%	0.281	0.1%
128	Mena (Middle East - North Africa)	<i>Fertile Crescent-Levant</i>	4	Jordan	6,318,000	41	0.1	0.2%	0.547	0.1%
129	Mena (Middle East - North Africa)	<i>Fertile Crescent-Levant</i>	4	Lebanon	4,424,888	28	0.1	0.1%	0.561	0.1%
130	Mena (Middle East - North Africa)	<i>Fertile Crescent-Levant</i>	3	Palestinian territories (West Bank and Gaza)	4,046,901	100	0.1	0.4%	0.144	0.1%
131	Mena (Middle East - North Africa)	<i>Fertile Crescent-Levant</i>	2	Syria	22,399,254	300	0.3	1.2%	0.265	0.3%
132	Mena (Middle East - North Africa)	<i>GCC+</i>	4	Bahrain	1,317,827	15	0.0	0.1%	0.312	0.0%
133	Mena (Middle East - North Africa)	<i>GCC+</i>	4	Kuwait	3,250,496	38	0.0	0.2%	0.304	0.0%
134	Mena (Middle East - North Africa)	<i>GCC+</i>	4	Oman	3,314,001	39	0.0	0.2%	0.302	0.0%
135	Mena (Middle East - North Africa)	<i>GCC+</i>	4	Qatar	2,050,514	24	0.0	0.1%	0.303	0.0%
136	Mena (Middle East - North Africa)	<i>GCC+</i>	1	Saudi Arabia	28,287,855	500	0.4	2.0%	0.201	0.4%
137	Mena (Middle East - North Africa)	<i>GCC+</i>	3	United Arab Emirates	9,205,651	107	0.1	0.4%	0.305	0.1%
138	Mena (Middle East - North Africa)	<i>GCC+</i>	2	Yemen	23,852,409	300	0.3	1.2%	0.282	0.3%
139	Turko- Persian	<i>Persian</i>	3	Afghanistan	29,824,536	100	0.4	0.4%	1.059	0.4%
140	Turko- Persian	<i>Turko</i>	3	Azerbaijan	9,297,507	100	0.1	0.4%	0.330	0.1%

141	Turko- Persian	Persian	2	Iran	76,424,443	300	1.1	1.2%	0.905	1.1%
142	Turko- Persian	Turko	3	Kazakhstan	16,797,459	113	0.2	0.5%	0.528	0.2%
143	Turko- Persian	Turko	4	Kyrgyzstan	5,582,100	37	0.1	0.1%	0.536	0.1%
144	Turko- Persian	Persian	3	Tajikistan	8,008,990	110	0.1	0.4%	0.259	0.1%
145	Turko- Persian	Turko	1	Turkey	73,997,128	500	1.1	2.0%	0.525	1.1%
146	Turko- Persian	Turko	4	Turkmenistan	5,172,931	35	0.1	0.1%	0.525	0.1%
147	Turko- Persian	Turko	2	Uzbekistan	29,776,850	300	0.4	1.2%	0.352	0.4%
148	SAARC	India	1	India	1,236,686,732	1000	17.6	4.0%	4.391	17.6%
149	SAARC	Pakistan	1	Pakistan	179,160,111	500	2.5	2.0%	1.272	2.5%
150	SAARC	Bangladesh	1	Bangladesh	154,695,368	500	2.2	2.0%	1.099	2.2%
151	SAARC	Bhutan	4	Bhutan	741,822	1	0.0	0.0%	2.634	0.0%
152	SAARC	Burma (Myanmar)	3	Burma (Myanmar)	52,797,319	103	0.7	0.4%	1.820	0.7%
153	SAARC	Maldives	4	Maldives	338,442	1	0.0	0.0%	1.202	0.0%
154	SAARC	Nepal	4	Nepal	27,474,377	54	0.4	0.2%	1.807	0.4%
155	SAARC	Sri Lanka	4	Sri Lanka	20,328,000	40	0.3	0.2%	1.804	0.3%
156	Asean+ (East Asia)	Indonesia	1	Indonesia	246,864,191	500	3.5	2.0%	1.753	3.5%
157	Asean+ (East Asia)	Brunei	4	Brunei	412,238	1	0.0	0.0%	1.464	0.0%
158	Asean+ (East Asia)	Cambodia	4	Cambodia	14,864,646	24	0.2	0.1%	2.199	0.2%
159	Asean+ (East Asia)	Laos	4	Laos	6,645,827	11	0.1	0.0%	2.145	0.1%
160	Asean+ (East Asia)	Malaysia	3	Malaysia	29,239,927	100	0.4	0.4%	1.038	0.4%
161	Asean+ (East Asia)	Philippines	2	Philippines	96,706,764	300	1.4	1.2%	1.145	1.4%
162	Asean+ (East Asia)	Singapore	4	Singapore	5,312,400	9	0.1	0.0%	2.096	0.1%
163	Asean+ (East Asia)	Thailand	3	Thailand	66,785,001	200	0.9	0.8%	1.186	0.9%
164	Asean+ (East Asia)	Vietnam	2	Vietnam	88,775,500	300	1.3	1.2%	1.051	1.3%
165	North Asia (CJK+)	China	1	China	1,350,695,000	1000	19.2	4.0%	4.796	19.2%
166	North Asia (CJK+)	Japan	1	Japan	127,561,489	500	1.8	2.0%	0.906	1.8%
167	North Asia (CJK+)	South Korea	1	South Korea	50,004,000	500	0.7	2.0%	0.355	0.7%
168	North Asia (CJK+)	Hong Kong	4	Hong Kong	7,154,600	52	0.1	0.2%	0.489	0.1%
169	North Asia (CJK+)	Macao, China	4	Macao, China	556,783	4	0.0	0.0%	0.494	0.0%
170	North Asia (CJK+)	Mongolia	4	Mongolia	2,796,484	20	0.0	0.1%	0.496	0.0%
171	North Asia (CJK+)	Korea	3	Korea, Dem. Rep(North)	24,763,188	119	0.4	0.5%	0.739	0.4%
172	North Asia (CJK+)	Taiwan	2	Taiwan*	23,268,087	300	0.3	1.2%	0.275	0.3%
173	Australasia Pacific (A-P)	Australasia	4	American Samoa	55,128	0	0.0	0.0%	1.251	0.0%
174	Australasia Pacific (A-P)	Australasia	1	Australia	22,683,600	500	0.3	2.0%	0.161	0.3%
175	Australasia Pacific (A-P)	Australasia	4	Fiji	874,742	6	0.0	0.0%	0.518	0.0%
176	Australasia Pacific (A-P)	Australasia	4	French Polynesia	273,814	1	0.0	0.0%	0.972	0.0%
177	Australasia Pacific (A-P)	Australasia	4	Guam	162,810	0	0.0	0.0%	1.251	0.0%
178	Australasia Pacific (A-P)	Australasia	4	Kiribati	100,786	0	0.0	0.0%	1.251	0.0%
179	Australasia Pacific (A-P)	Australasia	4	Marshall Islands	52,555	0	0.0	0.0%	1.251	0.0%
180	Australasia Pacific (A-P)	Australasia	4	Micronesia, Fed. Sts.	103,395	0	0.0	0.0%	1.251	0.0%
181	Australasia Pacific (A-P)	Australasia	4	New Caledonia	258,121	1	0.0	0.0%	0.917	0.0%
182	Australasia Pacific (A-P)	Australasia	3	New Zealand	4,433,100	100	0.1	0.4%	0.157	0.1%
183	Australasia Pacific (A-P)	Australasia	4	Northern Mariana Islands	53,305	0	0.0	0.0%	1.251	0.0%
184	Australasia Pacific (A-P)	Australasia	4	Palau	20,754	0	0.0	0.0%	1.251	0.0%
185	Australasia Pacific (A-P)	Australasia	4	Papua New Guinea	7,167,010	52	0.1	0.2%	0.489	0.1%
186	Australasia Pacific (A-P)	Australasia	4	Samoa	188,889	1	0.0	0.0%	0.671	0.0%
187	Australasia Pacific (A-P)	Australasia	4	Solomon	549,598	4	0.0	0.0%	0.488	0.0%

				Islands						
188	Australasia Pacific (A-P)	Australasia	4	Timor-Leste	1,210,233	9	0.0	0.0%	0.477	0.0%
189	Australasia Pacific (A-P)	Australasia	4	Tonga	104,941	0	0.0	0.0%	1.251	0.0%
190	Australasia Pacific (A-P)	Australasia	4	Tuvalu	9,860	0	0.0	0.0%	1.251	0.0%
191	Australasia Pacific (A-P)	Australasia	4	Vanuatu	247,262	1	0.0	0.0%	0.878	0.0%
	Australasia Pacific (A-P)	Others	4		2,007,054	3	0.0	0.0%	2.376	0.0%
Total					7,046,374,900	25,020	100.0	100.0	1.000	100.0

Legend: Country Tiers (see details in Methods Note)

Table 3
RANK ORDERING BY SAMPLE SIZE
And estimated Error Margins

S.#	Region	Sub- Region	Countries	Population 2012*	Proposed Sample (non-PPS)	Estimated Error Margin (%) Also Refer to error margin table below Table 3
148	SAARC	<i>India</i>	India	1,236,686,732	1000	± 2 - 4
165	North Asia (CJK+)	<i>China</i>	China	1,350,695,000	1000	± 2 - 4
1	North America	<i>United States</i>	United States	313,914,040	500	± 4 - 5
2	North America	<i>Canada</i>	Canada	34,880,491	500	± 4 - 5
3	Latin America	<i>South America</i>	Argentina	41,086,927	500	± 4 - 5
5	Latin America	<i>South America</i>	Brazil	198,656,019	500	± 4 - 5
20	Latin America	<i>Central America</i>	Mexico	120,847,477	500	± 4 - 5
33	Europe +	<i>Northwestern Europe</i>	France	65,696,689	500	± 4 - 5
34	Europe +	<i>Northwestern Europe</i>	Germany	81,889,839	500	± 4 - 5
39	Europe +	<i>Northwestern Europe</i>	United Kingdom	63,227,526	500	± 4 - 5
45	Europe +	<i>Southern Europe</i>	Italy	60,917,978	500	± 4 - 5
49	Europe +	<i>Southern Europe</i>	Spain	46,217,961	500	± 4 - 5
64	Europe +	<i>Eastern Europe</i>	Poland	38,542,737	500	± 4 - 5
69	Russian - CIS	<i>Russian Federation</i>	Russian Federation	143,533,000	500	± 4 - 5
73	Russian - CIS	<i>Ukraine</i>	Ukraine	45,593,300	500	± 4 - 5
91	Africa	<i>West Africa</i>	Nigeria	168,833,776	500	± 4 - 5
112	Africa	<i>South Africa</i>	South Africa	51,189,307	500	± 4 - 5
136	Mena (Middle East - North Africa)	<i>GCC+</i>	Saudi Arabia	28,287,855	500	± 4 - 5
145	Turko- Persian	<i>Turko</i>	Turkey	73,997,128	500	± 4 - 5
149	Saarc	<i>Pakistan</i>	Pakistan	179,160,111	500	± 4 - 5
150	Saarc	<i>Bangladesh</i>	Bangladesh	154,695,368	500	± 4 - 5
156	Asean+ (East Asia)	<i>Indonesia</i>	Indonesia	246,864,191	500	± 4 - 5
166	North Asia (CJK+)	<i>Japan</i>	Japan	127,561,489	500	± 4 - 5
167	North Asia (CJK+)	<i>South Korea</i>	South Korea	50,004,000	500	± 4 - 5
174	Australasia Pacific (A-P)	<i>Australasia</i>	Australia	22,683,600	500	± 4 - 5
7	Latin America	<i>South America</i>	Colombia	47,704,427	300	± 4 - 6
18	Latin America	<i>Central America</i>	Guatemala	15,082,831	300	± 4 - 6
37	Europe +	<i>Northwestern Europe</i>	Netherlands	16,767,705	300	± 4 - 6
50	Europe +	<i>Scandinavian Europe</i>	Sweden	9,516,617	300	± 4 - 6
65	Europe +	<i>Eastern Europe</i>	Romania	21,326,905	300	± 4 - 6
75	Africa	<i>East Africa</i>	Ethiopia	91,728,849	300	± 4 - 6
99	Africa	<i>Central Africa</i>	Congo	65,705,093	300	± 4 - 6
119	Mena (Middle East - North Africa)	<i>North Africa</i>	Egypt	80,721,874	300	± 4 - 6
126	Mena (Middle East - North Africa)	<i>Fertile Crescent-</i>	Iraq	32,578,209	300	± 4 - 6

		<i>Levant</i>				
131	Mena (Middle East - North Africa)	<i>Fertile Crescent-Levant</i>	Syria	22,399,254	300	± 4 - 6
138	Mena (Middle East - North Africa)	<i>Gcc+</i>	Yemen	23,852,409	300	± 4 - 6
141	Turko- Persian	<i>Persian</i>	Iran	76,424,443	300	± 4 - 6
147	Turko- Persian	<i>Turko</i>	Uzbekistan	29,776,850	300	± 4 - 6
161	Asean+ (East Asia)	<i>Philippines</i>	Philippines	96,706,764	300	± 4 - 6
164	Asean+ (East Asia)	<i>Vietnam</i>	Vietnam	88,775,500	300	± 4 - 6
172	North Asia (CJK+)	<i>Taiwan</i>	Taiwan*	23,268,087	300	± 4 - 6
6	Latin America	<i>South America</i>	Chile	17,464,814	200	± 5 - 9
163	Asean+ (East Asia)	<i>Thailand</i>	Thailand	66,785,001	200	± 5 - 9
25	Latin America	<i>Caribbean</i>	Cuba	11,270,957	141	± 5 - 9
26	Latin America	<i>Caribbean</i>	Dominican Republic	10,276,621	128	± 5 - 9
27	Latin America	<i>Caribbean</i>	Haiti	10,173,775	127	± 5 - 9
171	North Asia (CJK+)	<i>Korea</i>	Korea, Dem. Rep (North)	24,763,188	119	± 5 - 9
32	Europe +	<i>Northwestern Europe</i>	Belgium	11,142,157	113	± 5 - 9
142	Turko- Persian	<i>Turko</i>	Kazakhstan	16,797,459	113	± 5 - 9
144	Turko- Persian	<i>Persian</i>	Tajikistan	8,008,990	110	± 5 - 9
41	Europe +	<i>Scandinavian Europe</i>	Denmark	5,590,478	108	± 5 - 9
137	Mena (Middle East - North Africa)	<i>GCC+</i>	United Arab Emirates	9,205,651	107	± 5 - 9
78	Africa	<i>East Africa</i>	Tanzania	47,783,107	106	± 5 - 9
42	Europe +	<i>Scandinavian Europe</i>	Finland	5,414,293	105	± 5 - 9
110	Africa	<i>South Africa</i>	Mozambique	25,203,395	104	± 5 - 9
152	Saarc	<i>Burma (Myanmar)</i>	Burma (Myanmar)	52,797,319	103	± 5 - 9
11	Latin America	<i>South America</i>	Peru	29,987,800	100	± 7 - 11
14	Latin America	<i>South America</i>	Venezuela	29,954,782	100	± 7 - 11
31	Europe +	<i>Northwestern Europe</i>	Austria	8,462,446	100	± 7 - 11
35	Europe +	<i>Northwestern Europe</i>	Ireland	4,588,798	100	± 7 - 11
38	Europe +	<i>Northwestern Europe</i>	Switzerland	7,997,152	100	± 7 - 11
43	Europe +	<i>Southern Europe</i>	Greece	11,280,167	100	± 7 - 11
47	Europe +	<i>Scandinavian Europe</i>	Norway	5,018,869	100	± 7 - 11
48	Europe +	<i>Southern Europe</i>	Portugal	10,526,703	100	± 7 - 11
53	Europe +	<i>Eastern Europe</i>	Bulgaria	7,304,632	100	± 7 - 11
72	Russian - CIS	<i>Georgia</i>	Georgia	4,511,800	100	± 7 - 11
76	Africa	<i>East Africa</i>	Kenya	43,178,141	100	± 7 - 11
79	Africa	<i>East Africa</i>	Uganda	36,345,860	100	± 7 - 11
96	Africa	<i>Central Africa</i>	Cameroon	21,699,631	100	± 7 - 11
104	Africa	<i>South Africa</i>	Angola	20,820,525	100	± 7 - 11
116	Mena (Middle East - North Africa)	<i>North Africa</i>	Algeria	38,481,705	100	± 7 - 11
122	Mena (Middle East - North Africa)	<i>North Africa</i>	Morocco	32,521,143	100	± 7 - 11
124	Mena (Middle East - North Africa)	<i>North Africa</i>	Sudan	37,195,349	100	± 7 - 11
127	Mena (Middle East - North Africa)	<i>Fertile Crescent-Levant</i>	Israel	7,907,900	100	± 7 - 11
130	Mena (Middle East - North Africa)	<i>Fertile Crescent-Levant</i>	Palestinian Territories (West Bank And Gaza)	4,046,901	100	± 7 - 11
139	Turko- Persian	<i>Persian</i>	Afghanistan	29,824,536	100	± 7 - 11
140	Turko- Persian	<i>Turko</i>	Azerbaijan	9,297,507	100	± 7 - 11
160	Asean+ (East Asia)	<i>Malaysia</i>	Malaysia	29,239,927	100	± 7 - 11
182	Australasia Pacific (A-P)	<i>Australasia</i>	New Zealand	4,433,100	100	± 7 - 11

107	Africa	South Africa	Madagascar	22,293,914	92	± 7 - 11
19	Latin America	Central America	Honduras	7,935,846	90	± 7 - 11
55	Europe +	Eastern Europe	Czech Republic	10,514,810	82	± 7 - 11
57	Europe +	Eastern Europe	Hungary	9,943,755	77	± 7 - 11
17	Latin America	Central America	El Salvador	6,297,394	71	± 7 - 11
21	Latin America	Central America	Nicaragua	5,991,733	68	± 7 - 11
66	Europe +	Eastern Europe	Serbia	7,223,887	67	± 7 - 11
108	Africa	South Africa	Malawi	15,906,483	66	± 7 - 11
71	Russian - CIS	Belarus	Belarus	9,464,000	65	± 7 - 11
114	Africa	South Africa	Zambia	14,075,099	58	± 7 - 11
115	Africa	South Africa	Zimbabwe	13,724,317	57	± 7 - 11
16	Latin America	Central America	Costa Rica	4,805,295	54	± 7 - 11
154	Saarc	Nepal	Nepal	27,474,377	54	± 7 - 11
168	North Asia (CJK+)	Hong Kong	Hong Kong	7,154,600	52	± 7 - 11
185	Australasia Pacific (A-P)	Australasia	Papua New Guinea	7,167,010	52	± 7 - 11
8	Latin America	South America	Ecuador	15,492,264	48	± 7 - 11
98	Africa	Central Africa	Chad	12,448,175	47	± 7 - 11
29	Latin America	Caribbean	Puerto Rico	3,667,084	46	± 7 - 11
22	Latin America	Central America	Panama	3,802,281	43	± 7 - 11
103	Africa	Central Africa	Rwanda	11,457,801	43	± 7 - 11
67	Europe +	Eastern Europe	Slovakia Republic	5,410,267	42	± 7 - 11
128	Mena (Middle East - North Africa)	Fertile Crescent-Levant	Jordan	6,318,000	41	± 7 - 11
54	Europe +	Eastern Europe	Croatia	4,267,000	40	± 7 - 11
84	Africa	West Africa	Ghana	25,366,462	40	± 7 - 11
155	SAARC	Sri Lanka	Sri Lanka	20,328,000	40	± 7 - 11
134	Mena (Middle East - North Africa)	GCC+	Oman	3,314,001	39	± 7 - 11
133	Mena (Middle East - North Africa)	GCC+	Kuwait	3,250,496	38	± 7 - 11
95	Africa	Central Africa	Burundi	9,849,569	37	± 7 - 11
143	Turko- Persian	Turko	Kyrgyzstan	5,582,100	37	± 7 - 11
52	Europe +	Eastern Europe	Bosnia And Herzegovina	3,833,916	36	± 7 - 11
146	Turko- Persian	Turko	Turkmenistan	5,172,931	35	± 7 - 11
28	Latin America	Caribbean	Jamaica	2,712,100	34	± 7 - 11
4	Latin America	South America	Bolivia	10,496,285	32	± 7 - 11
87	Africa	West Africa	Ivory Coast - Cote D Ivoire	19,839,750	31	± 7 - 11
51	Europe +	Eastern Europe	Albania	3,162,083	29	± 7 - 11
129	Mena (Middle East - North Africa)	Fertile Crescent-Levant	Lebanon	4,424,888	28	± 7 - 11
90	Africa	West Africa	Niger	17,157,042	27	± 7 - 11
81	Africa	West Africa	Burkina Faso	16,460,141	26	± 7 - 11
62	Europe +	Eastern Europe	Moldova	3,559,541	25	± 7 - 11
135	Mena (Middle East - North Africa)	Gcc+	Qatar	2,050,514	24	± 7 - 11
158	Asean+ (East Asia)	Cambodia	Cambodia	14,864,646	24	± 7 - 11
77	Africa	East Africa	South Sudan	10,837,527	23	± 7 - 11
89	Africa	West Africa	Mali	14,853,572	23	± 7 - 11
125	Mena (Middle East - North Africa)	North Africa	Tunisia	10,777,500	23	± 7 - 11
92	Africa	West Africa	Senegal	13,726,021	22	± 7 - 11
123	Mena (Middle East - North Africa)	North Africa	Somalia	10,195,134	22	± 7 - 11
10	Latin America	South America	Paraguay	6,687,361	21	± 7 - 11
60	Europe +	Eastern Europe	Lithuania	2,985,509	21	± 7 - 11
61	Europe +	Eastern Europe	Macedonia	2,105,575	20	± 7 - 11
70	Russian - Cis	Armenia	Armenia	2,969,081	20	± 7 - 11
170	North Asia (Cjk+)	Mongolia	Mongolia	2,796,484	20	± 7 - 11
68	Europe +	Eastern Europe	Slovenia	2,058,152	19	± 7 - 11
85	Africa	West Africa	Guinea	11,451,273	18	± 7 - 11
30	Latin America	Caribbean	Trinidad And Tobago	1,337,439	17	± 7 - 11

58	Europe +	Eastern Europe	Kosovo	1,806,366	17	± 7 - 11
97	Africa	Central Africa	Central African Republic	4,525,209	17	± 7 - 11
80	Africa	West Africa	Benin	10,050,702	16	± 7 - 11
100	Africa	Central Africa	Congo (Zaire)	4,337,051	16	± 7 - 11
132	Mena (Middle East - North Africa)	Gcc+	Bahrain	1,317,827	15	± 7 - 11
59	Europe +	Eastern Europe	Latvia	2,025,473	14	± 7 - 11
74	Africa	East Africa	Eritrea	6,130,922	14	± 7 - 11
120	Mena (Middle East - North Africa)	North Africa	Libya	6,154,623	13	± 7 - 11
159	Asean+ (East Asia)	Laos	Laos	6,645,827	11	± 7 - 11
13	Latin America	South America	Uruguay	3,395,253	10	± 7 - 11
94	Africa	West Africa	Togo	6,642,928	10	± 7 - 11
56	Europe +	Eastern Europe	Estonia	1,339,396	9	± 7 - 11
93	Africa	West Africa	Sierra Leone	5,978,727	9	± 7 - 11
111	Africa	South Africa	Namibia	2,259,393	9	± 7 - 11
162	Asean+ (East Asia)	Singapore	Singapore	5,312,400	9	± 7 - 11
188	Australasia Pacific (A-P)	Australasia	Timor-Leste	1,210,233	9	± 7 - 11
40	Europe +	Southern Europe	Cyprus	1,128,994	8	± 7 - 11
105	Africa	South Africa	Botswana	2,003,910	8	± 7 - 11
106	Africa	South Africa	Lesotho	2,051,545	8	± 7 - 11
121	Mena (Middle East - North Africa)	North Africa	Mauritania	3,796,141	8	± 7 - 11
88	Africa	West Africa	Liberia	4,190,435	7	± 7 - 11
44	Europe +	Scandinavian Europe	Iceland	320,137	6	± 7 - 11
63	Europe +	Eastern Europe	Montenegro	621,081	6	± 7 - 11
102	Africa	Central Africa	Gabon	1,632,572	6	± 7 - 11
175	Australasia Pacific (A-P)	Australasia	Fiji	874,742	6	± 7 - 11
23	Latin America	Caribbean	Bahamas	371,960	5	± 7 - 11
36	Europe +	Northwestern Europe	Luxembourg	531,441	5	± 7 - 11
109	Africa	South Africa	Mauritius	1,291,456	5	± 7 - 11
113	Africa	South Africa	Swaziland	1,230,985	5	± 7 - 11
15	Latin America	Central America	Belize	324,060	4	± 7 - 11
24	Latin America	Caribbean	Barbados	283,221	4	± 7 - 11
169	North Asia (CJK+)	Macao, China	Macao, China	556,783	4	± 7 - 11
187	Australasia Pacific (A-P)	Australasia	Solomon Islands	549,598	4	± 7 - 11
46	Europe +	Southern Europe	Malta	418,366	3	± 7 - 11
83	Africa	West Africa	Gambia	1,791,225	3	± 7 - 11
86	Africa	West Africa	Guinea-Bissau	1,663,558	3	± 7 - 11
101	Africa	Central Africa	Equatorial Guinea	736,296	3	± 7 - 11
	Australasia Pacific (A-P)	Others		2,007,054	3	± 7 - 11
9	Latin America	South America	Guyana	795,369	2	± 7 - 11
12	Latin America	South America	Suriname	534,541	2	± 7 - 11
117	Mena (Middle East - North Africa)	North Africa	Comoros	717,503	2	± 7 - 11
118	Mena (Middle East - North Africa)	North Africa	Djibouti	859,652	2	± 7 - 11
82	Africa	West Africa	Cape Verde	494,401	1	± 7 - 11
151	SAARC	Bhutan	Bhutan	741,822	1	± 7 - 11
153	SAARC	Maldives	Maldives	338,442	1	± 7 - 11
157	Asean+ (East Asia)	Brunei	Brunei	412,238	1	± 7 - 11
176	Australasia Pacific (A-P)	Australasia	French Polynesia	273,814	1	± 7 - 11
181	Australasia Pacific (A-P)	Australasia	New Caledonia	258,121	1	± 7 - 11
186	Australasia Pacific (A-P)	Australasia	Samoa	188,889	1	± 7 - 11
191	Australasia Pacific (A-P)	Australasia	Vanuatu	247,262	1	± 7 - 11
177	Australasia Pacific (A-P)	Australasia	Guam	162,810	0	± 7 - 11
189	Australasia Pacific (A-P)	Australasia	Tonga	104,941	0	± 7 - 11
180	Australasia Pacific (A-P)	Australasia	Micronesia, Fed. Sts.	103,395	0	± 7 - 11
178	Australasia Pacific (A-P)	Australasia	Kiribati	100,786	0	± 7 - 11
173	Australasia Pacific (A-P)	Australasia	American	55,128	0	± 7 - 11

			Samoa			
183	Australasia Pacific (A-P)	<i>Australasia</i>	Northern Mariana Islands	53,305	0	± 7 - 11
179	Australasia Pacific (A-P)	<i>Australasia</i>	Marshall Islands	52,555	0	± 7 - 11
184	Australasia Pacific (A-P)	<i>Australasia</i>	Palau	20,754	0	± 7 - 11
190	Australasia Pacific (A-P)	<i>Australasia</i>	Tuvalu	9,860	0	± 7 - 11
Total				7,046,374,900	25,020	

ERROR MARGIN TABLE	
Recommended Allowance for SAMPLING ERROR	
Sampling Size	Error Margin at 95% Confidence Level
n= 0-100	±7 - 11%
n=101-200	±5 - 9%
n=201-400	±4 - 6%
n=401-600	±4 - 5%
n=601-750	±3 - 4%
n=751-1000	±2 - 4%
n=1001-1500	±2 - 3%
n=1501-3000	±2 - 3%
Source: George Gallup, The Gallup Poll, Scholarly Research 1978	

Table 4
Summary of Booster Samples required for conflicts reviewed in Appendix II

State	Base	Booster	Total
China	1000	n=300 in Xinjiang	1300
Philippines	300	n=150 Muslims ARMM and Zamboanga	450
Thailand	200	n=150 Muslims in Southern Thailand	350
Turkey	500	n=100 Kurds	600
Egypt	300	n=100 in Sinai	400
Iran	300	n=100 additional Kurds and Sunni	400
Iraq	300	n=700 boost	1000
Israel	100	n=200 (100 of which are Arab Israelis)	200
Palestine	100	n=200	200
Lebanon	28	n=400 (100 each of Christian, Shia, Sunni and Druze)	428
Libya	13	n=300 (100 west, 100 east and 100 south)_	313
Syria	300	n=700 boost	1000
Yemen	300	n=700 boost	1000
Azerbaijan	100	n=150 Nagorno Karabakh	250
Russia	500	n=150 North Caucasus	650
Tajikistan	110	n=100	210
Afghanistan	100	n=900	1000
Bangladesh	500		500
India	1000	n=300 in north east	1300
Pakistan	500	n=500 boost	1000
Ethiopia	300		300
Kenya	100	n=100 Muslims	200
Mali	23	n=300 (150 Toureg and 150 non-Toureg)	323
Nigeria	500	n=500 boost	1000
Somalia	22	n=978 (split between the three countries)	1000
Sudan	100	n=150 in Darfur (split between local and Arab pop)	250
Total	7596	Total	15624
		Oversample =Total-Base	8028

Appendix II – Booster Samples

Table 5. States, regions, state populations, required booster samples, type and intensity of conflicts listed in the International Institute for Strategic Studies (IISS) database for conflicts that have connections with local and/or international Muslim communities.¹

State Sample (Non-PPS) + Booster = Total	Region	State Pop Non-PPS Sample	Booster Samples	Conflict Type and Intensity
China (1000+300=1300)	E Asia Australasia	1,368,440,000 (n=1000)	Uyghur and Han in Xinjiang ² (n=300)	Intra-State Medium
Philippines (300+150=450)	E Asia Australasia	101,063,700 (n=300)	Moro in ARMM ³ and Zamboanga ⁴ (n=150)	Insurgency Intra-State Low
Southeast Asian Islamist Terrorism	E Asia Australasia	439,595,883 (1,100)	Covered in Philippines (150) and Thailand (150) ⁵	Intra-State Low
Southern Thailand (200+150=350)	E Asia Australasia	64,871,000 (n=200)	Southern Thailand (n=150) ⁶	Intra-State Medium
Turkey (500+100=600)	Europe	77,695,904 (n=500)	Kurds ⁷ (n=100)	Insurgency Intra-State Medium
Egypt (300+100=400)	MENA	88,083,900 (n=300)	Sinai ⁸ (n=100)	Insurgency Medium
Iran (300+100=400)	MENA	78,148,000 (n=300)	Kurds and Sunni ⁹ (n=100)	Intra-State Archived
Iraq (300+700)	MENA	36,004,552 (n=300)	Kurds and Sunni ¹⁰ (n=700)	Insurgency High
Israel (100+100=200)	MENA	8,296,200 (n=100)	Israel ¹¹ (n=100)	Intra-State Medium

¹ For a list of all the IISS data base conflicts see Table 11 in Irwin (2015).

² The Muslim Uyghur (43%) and Han (41%) population in Xinjiang.

³ The Mindanao population is 21,989,174 and the Autonomous Region in Muslim Mindanao (ARMM) population is 3,256,140.

⁴ The Mindanao population is 21,989,174 and the population of the Zamboanga Peninsula is 3,407,353.

⁵ This regional conflict will not require a regional booster in a Global Centric sample that combines Indonesia (n=500), Malaysia (n=100), the Philippines (n=300) and Thailand (n=200).

⁶ The population of these Provinces are: Yala 474,558, Narathiwat 718,724, Pattani 641,187, Sonkhula 1,329,635 for a total of 3,164,104.

⁷ The Kurds in Turkey represent about 20 per cent of the population and are politically represented by the PKK.

⁸ An oversample in Sinai to cover the predominantly Bedouin insurgency.

⁹ The Kurds and Sunni represent about 10 per cent of the Iranian population and should be sampled as part of a regional analysis.

¹⁰ The Sunni represent about 35 per cent of the Iraqi population of which about half are Kurds.

¹¹ As the populations of Israel (about 8.3M of which 20 per cent are 'Arab') and Palestine (about 4.5M) are small they will both require booster samples.

Palestine (100+100=200)	MENA	4,550,368 (n=100)	Palestine ¹² (n=100)	Intra-State Medium
Lebanon (28+[4x100]=428)	MENA	4,104,000 (n=28)	Christian, Shia, Sunni and Druze ¹³ (n=100x4)	Inter-State Low
Libya 13+[3x100]=313	MENA	6,317,000 (n=13)	Ethnic Groups ¹⁴ (3x100) East-West-South	Intra-State Medium
Syria 300+700=1000	MENA	23,076,730 (n=300)	Sunni, Alawites and Kurds ¹⁵ (n=700)	Intra-State High
Yemen 300+700=700	MENA	25,956,000 (n=300)	Shia and Sunni ¹⁶ (n=700)	Insurgency Intra-State High
Azerbaijan 100+150=250	Russia & Eurasia	9,593,000 (n=100)	Azerbaijan, Armenia and NKR ¹⁷ (n=150)	Inter-State Low
Russia 500+150=650	Russia & Eurasia	146,270,033 (n=500)	North Caucasus ¹⁸ (n=150)	Intra-State Medium
Tajikistan 110+100=210	Russia & Eurasia	8,354,000 (n=110)	Tajikistan ¹⁹ (n=100)	Intra-State Archived
Afghanistan 100+900=1000	South Asia	26,556,800 (n=100)	Pashtun and 'Others' ²⁰ (n=900)	Insurgency Inter-State High
Bangladesh 500	South Asia	157,902,000 (n=500)	(None) ²¹	Intra-State Archived
India 1000+300=1300	South Asia	1,267,500,000 (n=1000)	Assam - Hindu, Muslim and Bodos ²² Nagaland, ²³ Manipur and the Northeast (n=300)	Intra-State Low

¹² As the populations of Israel (about 8.3M of which 20 per cent are 'Arab') and Palestine (about 4.5M) are small they will both require booster samples.

¹³ As the population of Lebanon is only 4M boosters will be required for each of its Christian, Shia, Sunni and Druze communities.

¹⁴ Libya is very roughly split into two along ethnic and political lines with a population made up of 5 major tribal groups: Tripolitania, Cyrenaica, Sirte, Fezzan, and Kufra. 95% speak Arabic and almost all are Sunni Muslim so they may not require a booster sample.

¹⁵ The Syrian Sunni will get covered in the national sample of Syria but boosters will be required for the Alawites and Kurds.

¹⁶ This conflict follows ethnic and religious divisions along a Sunni/Shia split.

¹⁷ Nagorno-Karabakh (population 138,000), and Armenia (3M) will require boosters but possibly not for Azerbaijan (9.5M).

¹⁸ This Federal District is comprised of: Dagestan, Ingushetia, Kabardino-Balkar, Karachay-Cherkess, North Ossetia, Stavropol Krai and Chechen Republic (total population 9.5M).

¹⁹ With a population of 8.3M Tajikistan may require a booster sample with an ethnic break down that can also be analysed with its neighbor states.

²⁰ Divisions in Afghanistan are largely ethnic and will require an analysis of Pashtun opinion (approximately 42 per cent) in contrast to 'other' groups which can also be looked at across the region.

²¹ A political demographic of Bangladesh should be able to identify Islamist elements.

²² As part of the India sample a booster may be required for Assam to differentiate between the Hindu, Muslim and Bodo populations.

²³ Nagaland can also be combined with the adjacent Indian States of Manipur for analysis of tribal and other ethnic groups as well as with Tripura and Assam all of which are in NE India.

India-Pakistan	South Asia	1,267,500,000 189,086,000 (n=1000+1000)	IaK and PaK ²⁴	Inter-State Medium
Pakistan 500+500=1000	South Asia	189,086,000 (n=500)	Balochistan, ²⁵ KPK and Northwest ²⁶ and Pakistan Sectarianism ²⁷ (n=500)	Insurgency Intra-State Medium to High
Ethiopia 300	Sub-Sahara Africa	90,076,012 (n=300)	Ethiopia ²⁸	Insurgency Low
Kenya 100+100=200	Sub-Sahara Africa	46,749,000 (n=100)	Kenya ²⁹ (n=100 Muslim minority)	Intra-State Archived
Mali 23+150+150=323	Sub-Sahara Africa	16,259,000 (n=23)	The Sahel ³⁰ (n=150 Tuareg and n=150 non-Tuareg)	Intra-State Medium
Nigeria 500+500=1000	Sub-Sahara Africa	183,523,000 (n=500)	Nigeria and North East ³¹ (n=500)	Intra-State High
Somalia North, Central and South 22+978=1000	Sub-Sahara Africa	11,123,000 (n=22)	North, Central and Southern Somalia ³² (n=978)	Intra-State High
Sudan 100+150=250	Sub-Sahara Africa	38,435,252 (n=100)	Sudan, Darfur, Arab-Nomad and Non-Arab ³³ (n=150)	Intra-State Medium
International Terrorism 25,000+8,000=33,000	Worldwide	7,218,875,758 (n=25,000)	Trans-State ³⁴ (n=8,000)	Trans-State Low

²⁴ Booster samples will be needed for both India administered Kashmir (IaK) and Pakistan administered Kashmir (PaK) but PaK are all Muslim while IaK are Muslim, Hindu and Buddhist.

²⁵ With a population of 8M the separatist movement in Balochistan may require a booster sample.

²⁶ With a population of 28M Northwest Pakistan may require a booster sample.

²⁷ General sectarian violence across Pakistan will not require a special booster sample.

²⁸ The religious breakdown in Ethiopia is 62.8% Christian (43.5% Ethiopian Orthodox and 19.3% other Christian denominations) and 33.9% Muslim while the major ethnic groups are the Oromo at 34.5% and Amhara at 26.9% all of which would be represented in a Ethiopian sample with a total population of 90M.

²⁹ Recent conflicts in the East of the country involve the Muslim community (11%), which would require a booster sample.

³⁰ Booster samples will be required for the Tuareg in Northern Mali or the Sahel.

³¹ Boko Haram in the North East States of Brono (4,588,668), Adamawa (3,737,223) and Yabe (2,757,000) for a total population of 11,082,891 will require a booster sample.

³² With a total population of 11M the political regions of North, Central and Southern Somalia will require separate booster samples.

³³ In addition to a Sudan sample (population 38M) Darfur will require booster samples for the Arab-Nomad and Non-Arab communities in Darfur.

³⁴ Trans-State groups will not require booster samples as these will be covered in the global sample.

Appendix III – Questionnaire

(Piloted in 2013 and Revised in 2014)³⁵

1. Problems Questions

1.1 We are conducting a survey of all the countries in the world to better understand the causes of violent conflict and how to resolve them. But every place is different so first of all can you please tell me what you think is the most serious problem that has to be dealt with in your country?

Write in.....

1.2 Now with regards to violent conflict in general I will read you a list of problems that have to be dealt with in different parts of the world. For each problem can you please tell me if it is 'Very Significant', 'Significant', 'Of Some Significance', 'Of Little Significance' or 'Of No Significance At All' in your country?

Problems	Very Significant	Significant	Of Some Significance	Of Little Significance	Of No Significance At All
1	Poor economy and unemployment				
2	Low standards of education				
3	Poor health care, roads and electrical supply				
4	Lack of food and clean water				
5	Corrupt Government				
6	Corruption and criminality in general				
7	Lack of free press and media				
8	Media that incites hatred				
9	Elections not free and fair				
10	Lack of democratic accountability				
11	Discrimination and sectarianism				
12	Prejudice and personal safety				
13	Lack of language and cultural rights				
14	UN resolutions and human rights violations				
15	Poor political leadership				
16	No political solution to end conflict				
17	No effective negotiations to end conflict				
18	So many killed and displaced by violence				
19	No justice and reconciliation				
20	The actions of the police				
21	The actions of the army				
22	The actions of terrorists and militants				
23	The actions of rebels and freedom fighters				
24	The military actions of foreign forces				
25	The government's foreign military engagements				

³⁵ For reviews of the development of this instrument see Irwin and Deshmukh (2013) and Irwin (2014).

2. Conflict Intensity Questions

2.1 How would you rate the condition of peace and conflict in your country as of today? Please rate on a 1 to 10 scale where '1' means 'Fully Peaceful' and '10' means 'Extreme Conflict' in your country?

[1-2-3-4-5-6-7-8-9-10]

2.2 Is there or has there recently been a violent conflict in your country?
YES or NO

(If NO go to next question [3] if YES go to question [2.3] below)

2.3 And do you think the situation regarding violent conflict in your country is getting 'worse', or is the situation getting 'better', or perhaps you think there is 'no change'?

[Much Worse - Worse - No Change - Better - Much Better]

2.4 And as a result of the violent conflict please indicate if you or any member of your family has been the victim of:

Violent riots/protests... Yes/No

Violent attack... Yes/No

Damage and/or loss of property... Yes/No

Physical harm... Yes/No

Arrest... Yes/No

Imprisonment... Yes/No

Torture... Yes/No

Death... Yes/No

2.5 And how were relations between the parties to the violent conflict in the past?

[Always very good - Good - Neither good nor bad (or none) - Bad - Always very bad]

3. Other Countries Questions

Which country does the most for world peace?

Write in.....

Which country is the greatest threat to world peace?

Write in.....

Which country is your countries strongest ally?

Write in.....

Which country is the greatest threat to peace in your country?

Write in.....

And finally which non-state organisation (militant, paramilitary or terrorist) is the greatest threat to peace in your country?

Write in.....

4. Solutions

4.1 Here is a list of steps that could be taken by the international community in an effort to reduce the levels of violent conflict around the world. Please indicate which options you consider to be 'Essential', 'Desirable', 'Acceptable', 'Tolerable', or completely 'Unacceptable' under any circumstances.

Solutions		Essential	Desirable	Acceptable	Tolerable	Unacceptable
1	Solution option					
2	Solution option					
3	Solution option					
4	Etc.					
5	Etc.					
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25	Always ask the local people caught up in a violent conflict what they believe needs to be done to stop the violent conflict.					

4.2 And finally do you have another solution you would like to add to end violent conflict?

Write in.....

Demographics

Edited selection from the World Values Survey plus domestic/transnational political associations.