The Team C-Voter Corona Tracker

Breaking down the survey methodology

In an attempt to capture the country's sentiment on the Coronavirus crisis, **Team C-Voter** has been conducting a daily tracking poll from March 16th 2020 among 18+ adults statewide, including every major demographic. Apart from this, the Economic battery of the poll attempts to capture Indian's sentiments about the fear of job loss, the extent of job loss, personal savings, overall optimism and other important factors affecting their day to day life.

All the data is weighted to the known demographic profile of every state, including age group, social group, income, region, gender and education levels.

Team Polstrat today breaks down the methodology used by Team CVoter in collecting opinion data which ensures an accurate image of the entire geography and demography of India.

How is the survey carried out?

Using **Computer Assisted Telephone Interviewing (CATI)** technology.

This is an **interactive front-end computer system** that aids interviewers to ask questions over the telephone.

Which languages is the survey carried out in?

The survey is run in 11 languages including **Hindi, Punjabi, Gujarati, Marathi, Kannada, Malayalam, Tamil, Telugu, Oriya, Bangla and Asamiya.**

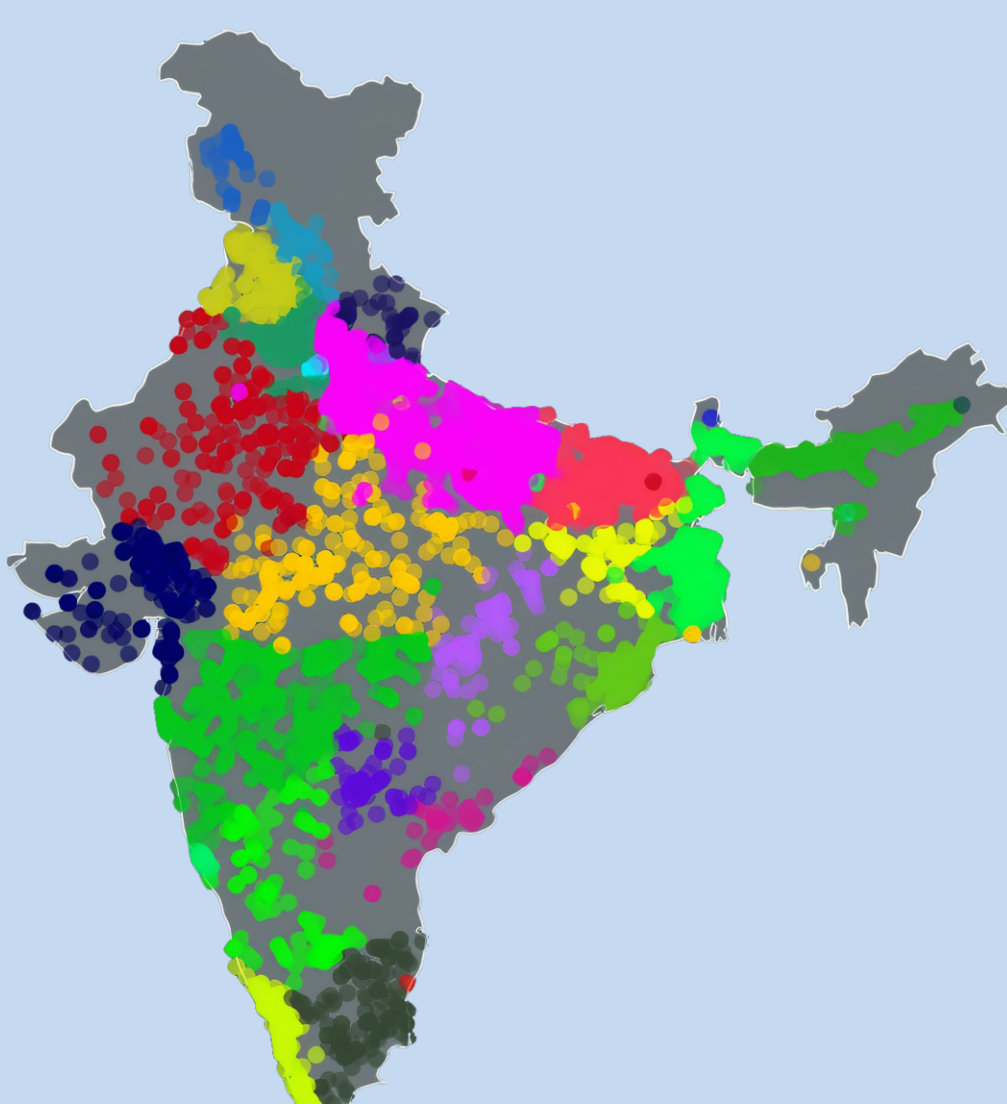## How is random sampling carried out?

India has a very high rate of teledensity, with the world's second-largest **mobile phone user base of over 1.16 billion users** as of May 2019. India's national numbering format is **10-digit for both landline phone as well as cellular phone services.**

In order to ensure no particular section of the universe is left out:

- Firstly, a list of existing telecom circles of the area is made.
- After this, the first five prescribed digits of all the specified circles are used and then they are extended by five digits randomly.
- This creates a list of a large number of possible telephone numbers in an area, which are then randomly selected and dialled.
- Finally, researchers sitting on the system start the process as soon as a call is connected.

How do we ensure the sample is representative of the entire population of India?

Team CVoter generally takes a nationwide representative **sample size of 1200** and for the Corona series as well, the **requirement was to call in all states in India to ensure proper representation.**

The **predictive dialer** picks up the number to be dialled from the list of **randomly generated numbers covering all the mobile telephonic service providers** in the country, ensuring all of **India is covered, both geographically and demographically.**

In India, there are 543 Lok Sabha Areas and more than 4000 Assembly Areas across different states. For the tracker, 1200 randomly selected respondents cover more than 1000 random Assembly Segments in the country, ensuring that this is as diverse a spread as can be technically possible.