

Methodology of Lokniti, CSDS National Election Study 2014 (Post Poll Survey)

Lokniti Team

National Election Study 2014 (NES 2014) is a Post Poll survey conducted during Lok Sabha elections 2014. The survey was coordinated by Lokniti, Programme for Comparative Democracy at the Centre for the Study of Developing Societies (CSDS). The NES 2014 is a comprehensive social scientific exercise of India's national elections and continues the series that begun in 1967 by CSDS. It must be noted that the Post Poll survey conducted by CSDS is very different from an Exit Poll. In an Exit Poll, voters are interviewed outside the polling stations as soon as they vote whereas in a Post Poll, the respondents are randomly selected from the electoral rolls and are approached by the field investigators for an interview at their place of residence after votes had been cast in their respective constituencies. The entire exercise of the Post Poll takes place after the voting is over, but before the announcement of the results. The objective of the Post Poll survey was not only to understand voting behaviour, but more importantly to access the reasons why voters chose the parties and candidates they did.

The Survey was conducted in 26 states of India. The survey was not conducted in Goa, Nagaland and Sikkim due to logistical constraints. Out of the total 543 Lok Sabha constituencies, 306 were sampled for the survey. Within these parliamentary constituencies, 347 Assembly segments were sampled. Within these Assembly constituencies, 1388 individual polling station areas were selected. The constituencies were sampled using the Probability Proportionate to Size Method (PPS). Four polling stations within each of the sampled assembly constituencies were selected using the Systematic Random Sampling (SRS) technique. The respondents were also sampled using the SRS method from the most updated electoral rolls. From each of the rural polling station 25 respondents were sampled from the electoral rolls and from each of the urban polling station 30 respondents were drawn. Around 37,000 respondents randomly selected from the most updated electoral rolls were approached for the interview, of which 22,295 voters could be successfully interviewed (*see Table 1*).

After the selection of the sample, trained team of field investigators were send to conduct face to face Interview of these respondents. The interviews were conducted using a standard set of Questionnaire throughout the country barring a few additions and subtraction of a few state specific questions in each of the state. While asking the question on who they voted for, a dummy ballot paper on which they could mark their choice was given. They were then asked to place the ballot paper in a dummy ballot box. The process was designed to ensure that the people interviewed knew they would remain anonymous. This enabled us to collect detailed information about the respondents' work and background, and allowed us to place voting decisions and political opinions within the context of broader social and economic factors.

The questionnaire was carefully designed and was in the language mainly spoken in the State where the field work was taking place. The translation process was carefully monitored, so that a question in one State did not have a different meaning in another.

Table 1: Distribution of the Sample

States	PCs surveyed	ACs surveyed	Polling stations	Achieved sample
Andhra Pradesh	23	25	100	1232
Arunachal Pradesh	1	2	8	138
Assam	11	13	52	716
Bihar	23	24	96	1532
Chhattisgarh	9	11	44	577
Delhi	7	15	60	895
Gujarat	12	14	56	876
Haryana	10	11	44	673
Himachal Pradesh	4	4	16	309
Jammu and Kashmir	4	4	16	222
Jharkhand	11	13	52	1102
Karnataka	14	15	60	1193
Kerala	13	14	56	682
Madhya Pradesh	13	14	56	1129
Maharashtra	28	30	120	1798
Manipur	1	2	8	122
Meghalaya	1	2	8	105
Mizoram	1	2	8	118
Odisha	14	15	60	805
Punjab	11	13	52	1026
Rajasthan	14	14	56	1222
Tamil Nadu	20	20	80	1300
Tripura	1	2	8	140
Uttar Pradesh	38	41	164	2569
Uttarakhand	5	5	20	317
West Bengal	17	22	88	1497
TOTAL	306	347	1388	22295

The aim was to provide a sample of the electorate across the States of India which was as representative of the whole of Indian electorate as was practicably possible. In order to minimize the risk of sampling error, a very large number of people: 22,295 were interviewed. The sample was broadly representative of the Indian population, in terms of the country's general demographic profile (*see Table 2*).

Table 2: Post Poll Survey - Profile of the achieved national sample

States	Survey	Census
Women	46.8	48.6
Urban	26.8	31.2
SC	20.0	16.7
ST	9.7	8.6
Muslim	11.8	13.4

Note: Census figures for women, urban, SCs and STs are from Census 2011; Census figures for Muslims are from Census 2001

The survey was designed and analysed by a team of researchers at the Centre for the Study of Developing Societies, Delhi. The team included Anuradha Singh, Ashish Ranjan, Avantika Chamoli, Dhananjay Kumar Singh, Dishil Shrimankar, Himanshu Bhattacharya, K.A.Q.A Hilal, Kanchan Malhotra, Jyoti Mishra, Nitin Mehta, Rahul Verma, Shreyas Sardesai and Vibha Attri. Suhas Palshikar and Sandeep Shastri provided their suggestions during the entire exercise. The survey was directed at the national level by Sanjay Kumar.

The survey was coordinated by scholars from the Lokniti Network: E Venkatesu (Andhra Pradesh), Nani Bath (Arunachal Pradesh), Dhruva Pratim Sharma (Assam), Rakesh Ranjan (Bihar), Anupama Saxena and Shamshad Ansari (Chhattisgarh), Biswajeet Mohanty (Delhi), Bhanu Parmar and Mahashweta Jani (Gujarat), Kushal Pal and Anita Agarwal (Haryana), Ramesh K Chauhan (Himachal Pradesh), Ellora Puri & Aijaz Ashraf Wani (Jammu and Kashmir), Harishwar Dayal (Jharkhand), Veena Devi and Reetika Syal (Karnataka), Sajad Ibrahim (Kerala), Yatindra Singh Sisodia (Madhya Pradesh), Nitin Birmal (Maharashtra), Senjam Mangi Singh (Manipur), R K Satapathy (Meghalaya), Lallian Chhunga (Mizoram), Prabhat Mohanty and Pramod Kumar Ray (Odisha), Jagroop Singh Sekhon and Ashutosh Kumar (Punjab), Sanjay Lodha and Nidhi Seth (Rajasthan), Ramajayam (Tamil Nadu), Sukendu Debbarma (Tripura), A.K. Verma, Asmer Beg, and Sudhir Khare (Uttar Pradesh), Annpurna Nautiyal (Uttarakhand) and Suprio Basu and Jyoti Prasad Chatterjee (West Bengal).