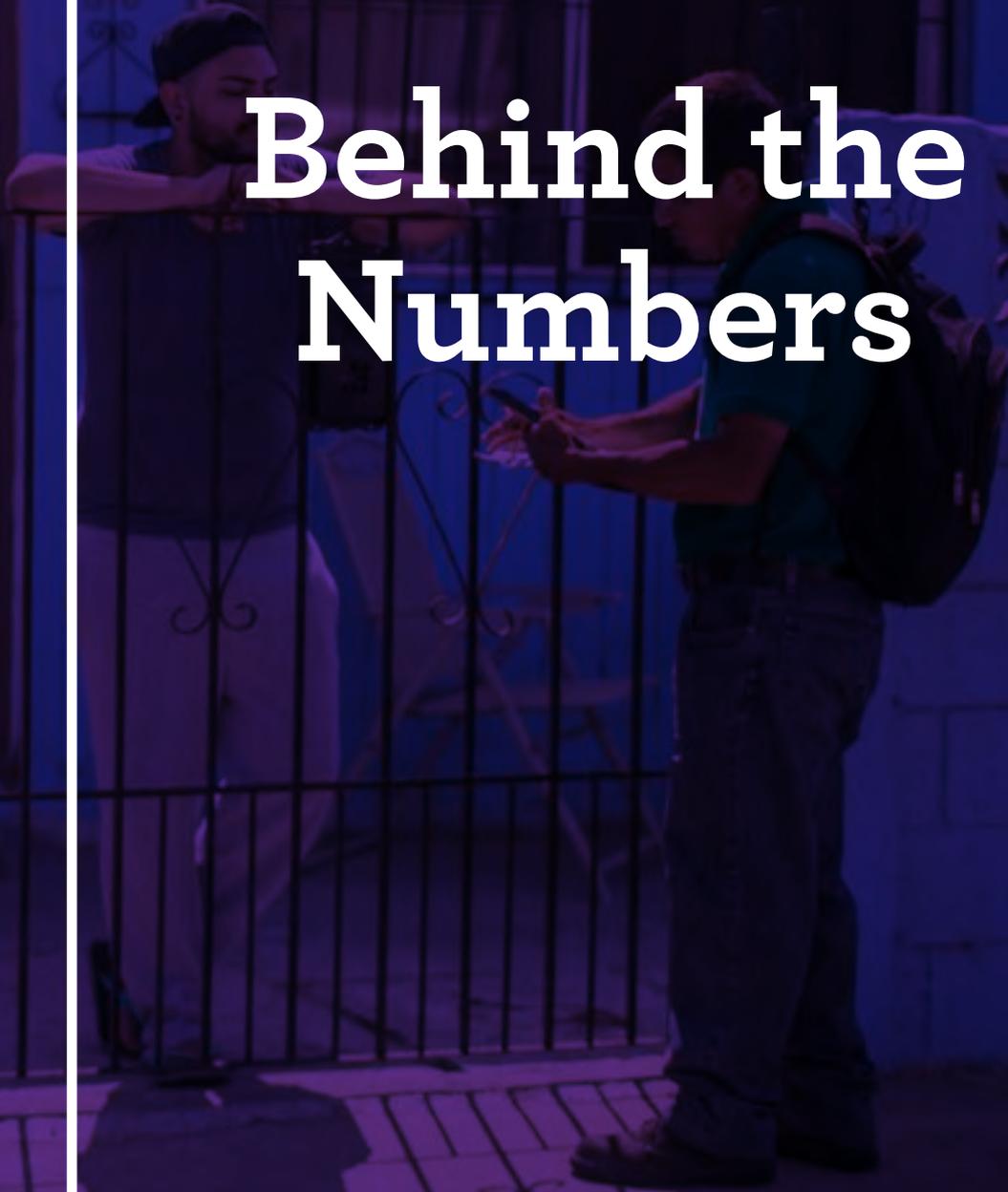


Section
Four

Behind the Numbers



The production of the *WJP Rule of Law Index*[®] can be summarized in 11 steps:

- 1 The WJP developed the conceptual framework summarized in the Index's nine factors and 47 sub-factors, in consultation with academics, practitioners, and community leaders from around the world.
- 2 The Index team developed a set of five questionnaires based on the Index's conceptual framework to be administered to experts and the general public. Questionnaires were translated into several languages and adapted to reflect commonly used terms and expressions.
- 3 The Index team identified, on average, more than 300 potential local experts per country to respond to the QRQs and engaged the services of leading local polling companies to implement the household surveys.
- 4 Polling companies conducted pilot tests of the GPP in consultation with the Index team, and launched the final survey for full fieldwork.
- 5 The Index team sent the questionnaires to local experts and engaged in continual interaction with them.
- 6 The Index team collected and mapped the data onto the 44 sub-factors with global comparability.
- 7 The Index team constructed the final scores using a five-step process:
 - a. Codified the questionnaire items as numeric values
 - b. Produced raw country scores by aggregating the responses from several individuals (experts and/or general public)
 - c. Normalized the raw scores
 - d. Aggregated the normalized scores into sub-factors and factors using simple averages
 - e. Produced the normalized scores, which are rounded to two decimal points, and the final rankings
- 8 The data were subject to a series of tests to identify possible biases and errors. For example, the Index team cross-checked all sub-factors against more than 70 third-party sources, including quantitative data and qualitative assessments drawn from local and international organizations.
- 9 A sensitivity analysis was conducted by the Econometrics and Applied Statistics Unit of the European Commission's Joint Research Centre, in collaboration with the Index team, to assess the statistical reliability of the results.
- 10 To illustrate whether the rule of law in a country significantly changed over the course of the past year, a measure of change over time was produced based on the annual difference in the country-level factor scores, the standard errors of these scores (estimated from a set of 100 bootstrap samples), and the results of the corresponding t-tests.
- 11 The data were organized into country reports, tables, and figures to facilitate their presentation and interpretation. For tables organized by income group, the WJP follows the World Bank income classifications.

Methodology

The *WJP Rule of Law Index* is the first attempt to systematically and comprehensively quantify the rule of law around the world and remains unique in its operationalization of rule of law dimensions into concrete questions. The *WJP Rule of Law Index 2019* report presents information on eight composite factors that are further disaggregated into 44 specific sub-factors (see page 10). Factor 9, Informal Justice, is included in the conceptual framework, but has been excluded from the aggregated scores and rankings in order to provide meaningful cross-country comparisons.

The country scores and rankings presented in this report are built from more than 500 variables drawn from the assessments of more than 120,000 households and 3,800 legal experts in 126 countries and jurisdictions, making it the most accurate portrayal of the factors that contribute to shaping the rule of law in a country.

Data Sources

To present an image that accurately portrays the rule of law as experienced by ordinary people, each score of the Index is calculated using a large number of questions drawn from two original data sources collected by the World Justice Project in each country: a General Population Poll (GPP) and a series of Qualified Respondents' Questionnaires (QRQs). These two data sources collect up-to-date firsthand information that is not available at the global level, and constitute the world's most comprehensive dataset of its kind. They capture the experiences and perceptions of ordinary citizens and in-country professionals concerning the performance of the state and its agents and the actual operation of the legal framework in their country.

The GPP surveys provide firsthand information on the experiences and the perceptions of ordinary people regarding a range of pertinent rule of law information, including their dealings with the government, the ease of interacting with state bureaucracy, the extent of bribery and corruption, the availability of dispute resolution systems, and the prevalence of common crimes to which they are exposed.

The GPP questionnaire includes 127 perception-based questions and 213 experience-based questions, along with socio-demographic information on all respondents. The questionnaire is translated into local languages, adapted to common expressions, and administered by leading local polling companies using a probability sample of 1,000 respondents.³ In previous editions of the Index, the poll has been conducted in the three largest cities of each country. However, the World Justice Project's goal was to update its methodology to include nationally representative polls. Towards this end, nationally representative polls were conducted in 55 countries this year. Nationally representative polls will be conducted in the

remaining countries in future editions of the Index. Depending on the particular situation of each country, one of three different polling methodologies is used: face-to-face, telephone, or online. The GPP is carried out in each country every other year. The polling data used in this year's report were collected during the fall of 2018 (for 71 countries), fall of 2017 (for 52 countries), the fall of 2016 (for two countries), and the fall of 2014 (for one country). Detailed information regarding the country coverage (cities covered or nationally representative), the polling companies contracted to administer the questionnaire, and the polling methodology employed in each of the 126 countries is presented on page 164.

The QRQs complement the household data with assessments from in-country professionals with expertise in civil and commercial law, criminal and constitutional law, labor law, and public health. These questionnaires gather timely input on a range of topics from practitioners who frequently interact with state institutions. Such topics include information on the efficacy of courts, the strength of regulatory enforcement, and the reliability of accountability mechanisms.

The questionnaires contain closed-ended perception questions and several hypothetical scenarios with highly detailed factual assumptions aimed at ensuring comparability across countries. The QRQ surveys are conducted annually, and the questionnaires are completed by respondents selected from directories of law firms, universities and colleges, research organizations, and non-governmental organizations (NGOs), as well as through referrals from the WJP global network of practitioners, and all are vetted by WJP staff based on their expertise. The expert surveys are administered in five languages: English, French, Portuguese, Russian, and Spanish. The QRQ data for this report include more than 3,800 surveys, which represents an average of 30 respondents per country. These data were collected from May 2018 through early November 2018.

Data Cleaning and Score Computation

Once collected, the data are carefully processed to arrive at country-level scores. As a first step, the respondent level data are edited to exclude partially completed surveys, suspicious data, and outliers (which are detected using the Z-score method). Individual answers are then mapped onto the 44 sub-factors of the Index (or onto the intermediate categories that make up each sub-factor), codified so that all values fall between 0 (weakest adherence to the rule of law) and 1 (strongest adherence to the rule of law), and aggregated at the country level using the simple (or unweighted) average of all respondents.

This year, to allow an easier comparison across years, the resulting 2019 scores have been normalized using the Min-Max method with a base year of 2015. These normalized scores were then successively aggregated from the variable level all the

³ Due to small populations or obstacles to data collection in certain countries, the sampling plan was adjusted in some cases. One adjustment was to decrease the sample size. For more information on specific countries and sample sizes, see pages 164-166.

way up to the factor level to produce the final country scores, rounded to two decimal points, and rankings. In most cases, the GPP and QRQ questions are equally weighted in the calculation of the scores of the intermediate categories (sub-factors and sub-sub-factors).

A full picture of how questions are mapped onto indicators and how they are weighted is available on the *WJP Rule of Law Index* website at worldjusticeproject.org.

Data Validation

As a final step, data are validated and cross-checked against qualitative and quantitative third-party sources to provide an additional layer of analysis and to identify possible mistakes or inconsistencies within the data. Most of the third-party data sources used to cross-check the Index scores are described in Botero and Ponce (2011).⁴

Methodological Changes to this Year's Report

Every year, the WJP reviews the methods of data collection to ensure that the information produced is valid, useful, and continues to capture the status of the rule of law in the world. To maintain consistency with previous editions and to facilitate tracking changes over time, this year's questionnaires and data maps are closely aligned with those administered in the past.

In order to improve the accuracy of the QRQ results and reduce respondent burden, proactive dependent interviewing techniques were used to remind respondents who participated in last year's survey of their responses in the previous year.

This year, no new questions or indicators were added to the Index. Overall, 100 percent of questions remained the same between the 2017-2018 and 2019 editions of the Index. A description of the variables is available at worldjusticeproject.org.

In a few instances, the WJP uses data from third-party sources to measure an element of the rule of law that is not possible to measure through the GPP or QRQs. Out of more than 500 variables used to calculate the Index, 13 variables are from third-party sources.

Tracking Changes Over Time

This year's report includes a measure to illustrate whether the rule of law in a country, as measured through the factors of the *WJP Rule of Law Index*, changed since the previous year. This measure is presented in the form of arrows and represents a summary of rigorous statistical testing based on the use of bootstrapping procedures (see below). For each factor, this measure takes the value of zero (no arrow) if there was no statistically significant change in the score since last year, a positive value (upward arrow) if there was a change leading to a statistically significant improvement in the score, and a negative

value (downward arrow) if there was a change leading to a statistically significant deterioration in the score. This measure complements the numerical scores and rankings presented in this report, which benchmark each country's current performance on the factors and sub-factors of the Index against that of other countries. The measure of change over time is constructed in three steps:

1. First, last year's scores are subtracted from this year's to obtain, for each country and each factor, the annual difference in scores.
2. To test whether the annual changes are statistically significant, a bootstrapping procedure is used to estimate standard errors. To calculate these errors, 100 samples of respondent-level observations (of equal size to the original sample) are randomly selected with replacement for each country from the pooled set of respondents for last year and this year. These samples are used to produce a set of 100 country-level scores for each factor and each country, which are utilized to calculate the final standard errors. These errors—which measure the uncertainty associated with picking a particular sample of respondents—are then employed to conduct pair-wise t-tests for each country and each factor.
3. Finally, to illustrate the annual change, a measure of change over time is produced based on the value of the annual difference and its statistical significance (at the 95 percent level).

Strengths and Limitations

The Index methodology has both strengths and limitations. Among its strengths is the inclusion of both expert and household surveys to ensure that the findings reflect the conditions experienced by the population. Another strength is that it approaches the measurement of rule of law from various angles by triangulating information across data sources and types of questions. This approach not only enables accounting for different perspectives on the rule of law, but it also helps to reduce possible bias that might be introduced by any other particular data collection method. Finally, it relies on statistical testing to determine the significance of the changes in the factor scores over the last year.

With the aforementioned methodological strengths come a number of limitations. First, the data shed light on rule of law dimensions that appear comparatively strong or weak, but are not specific enough to establish causation. Thus, it will be necessary to use the Index in combination with other analytical tools to provide a full picture of causes and possible solutions. Second, in previous editions of the Index, the methodology has only been applied in three major urban areas in each of the indexed countries for the General Population Poll. However, the World

⁴ Botero, J. and Ponce, A. (2011) "Measuring the Rule of Law": WJP Working Paper No.1, available at worldjusticeproject.org/publications.

Justice Project's goal was to update its methodology to include nationally representative polls. Towards this end, nationally representative polls were conducted in 55 countries this year. Nationally representative polls will be conducted in the remaining countries in future editions of the Index. Third, given the rapid changes to the rule of law occurring in some countries, scores for some countries may be sensitive to the specific points in time when the data were collected. To address this, the WJP is piloting test methods of moving averages to account for short-term fluctuations. Fourth, the QRQ data may be subject to problems of measurement error due to the limited number of experts in some countries, resulting in less precise estimates. To address this, the WJP works constantly to expand its network of in-country academic and practitioner experts who contribute their time and expertise to this endeavor. Finally, due to the limited number of experts in some countries (which implies higher standard errors) and the fact that the GPP is carried out in each country every other year (which implies that for some countries, some variables do not change from one year to another), it is possible that the test described above fails to detect small changes in a country's situation over time.

Other methodological considerations

A detailed presentation of the methodology, including a table and description of the more than 500 variables used to construct the Index scores, is available at: worldjusticeproject.org and in Botero, J. and Ponce, A. (2011) "Measuring the Rule of Law": WJP Working Paper No.1, available at: worldjusticeproject.org/publications.

Using the WJP Rule of Law Index

The *WJP Rule of Law Index* has been designed to offer a reliable and independent data source for policy makers, businesses, non-governmental organizations (NGOs), and other constituencies to assess a country's adherence to the rule of law as perceived and experienced by the average person, identify a country's strengths and weaknesses in comparison to similarly situated countries, and track changes over time. The Index has been designed to include several features that set it apart from other indices and make it valuable for a large number of countries, thus providing a powerful resource that can inform policy debates both within and across countries. However, the Index's findings must be interpreted in light of certain inherent limitations.

1. The *WJP Rule of Law Index* does not identify priorities for reform and is not intended to establish causation or to ascertain the complex relationship among different rule of law dimensions in various countries.
2. The Index's rankings and scores are the product of a rigorous data collection and aggregation methodology. Nonetheless, as with all measures, they are subject to measurement error.

3. Given the uncertainty associated with picking a particular sample of respondents, standard errors have been calculated using bootstrapping methods to test whether the annual changes in the factor scores are statistically significant.

4. Indices and indicators are subject to potential abuse and misinterpretation. Once released to the public, they can take on a life of their own and be used for purposes unanticipated by their creators. If data are taken out of context, it can lead to unintended or erroneous policy decisions

5. Rule of law concepts measured by the Index may have different meanings across countries. Users are encouraged to consult the specific definitions of the variables employed in the construction of the Index, which are discussed in greater detail in the methodology section of the *WJP Rule of Law Index* website.

6. The Index is generally intended to be used in combination with other instruments, both quantitative and qualitative. Just as in the areas of health or economics, no single index conveys a full picture of a country's situation. Policy-making in the area of rule of law requires careful consideration of all relevant dimensions—which may vary from country to country—and a combination of sources, instruments, and methods.

7. Pursuant to the sensitivity analysis of the Index data conducted in collaboration with the Econometrics and Applied Statistics Unit of the European Commission's Joint Research Centre, confidence intervals have been calculated for all figures included in the *WJP Rule of Law Index*. These confidence intervals and other relevant considerations regarding measurement error are reported in Saisana and Saltelli (2015) and Botero and Ponce (2011).

The following pages (164-166) list the coverage and polling methodology for the GPP in the 126 indexed countries and jurisdictions.

Country/Jurisdiction	Coverage	Polling Company	Methodology	Sample	Year
Afghanistan	Nationally representative	D3 Systems & ACSOR Surveys	Face-to-face	3006	2018
Albania	Nationally representative	IDRA Research & Consulting	Face-to-face	1000	2018
Algeria	Nationally representative	WJP in collaboration with local partner	Face-to-face	1000	2018
Angola	Nationally representative	Marketing Support Consultancy	Face-to-face	1010	2018
Antigua & Barbuda	Nationally representative	DMR Insights	Face-to-face	513	2018
Argentina	Nationally representative	StatMark	Face-to-face	1010	2018
Australia	Nationally representative	Big Picture Marketing Strategy & Research	Online	1067	2018
Austria	Vienna, Graz, Linz	YouGov	Online	1008	2017
Bahamas	Nationally representative	DMR Insights	Face-to-face	500	2018
Bangladesh	Dhaka, Chittagong, Khulna	Org-Quest Research Ltd.	Face-to-face	1000	2016
Barbados	Nationally representative	DMR Insights	Face-to-face	513	2018
Belarus	Minsk, Gomel, Mogilev	WJP in collaboration with local partner	Face-to-face	1000/401	2014/2017
Belgium	Nationally representative	YouGov	Online	1007	2018
Belize	Belize City, Belmopan, San Ignacio/Santa Elena	CID-Gallup	Face-to-face	1000	2017
Benin	Nationally representative	Liaison Marketing	Face-to-face	1010	2018
Bolivia	Nationally representative	Captura Consulting	Face-to-face	1000	2018
Bosnia & Herzegovina	Sarajevo, Banja Luka, Tuzla	Kantar TNS MIB	Face-to-face	1000	2017
Botswana	Nationally representative	BJKA Consulting	Face-to-face	1000	2018
Brazil	São Paulo, Rio de Janeiro, Salvador	Datum Internacional/About Brazil Market Research	Face-to-face	1049	2017
Bulgaria	Sofia, Plovdiv, Varna	Alpha Research Ltd.	Face-to-face	1001	2018
Burkina Faso	Ouagadougou, Bobo Dioulasso, Koudougou	Kantar TNS	Face-to-face	1029	2017
Cambodia	Phnom Penh, Battambang, Kampong Cham	Indochina Research	Face-to-face	1000	2014
Cameroon	Nationally representative	Liaison Marketing	Face-to-face	1006	2018
Canada	Toronto, Montreal, Calgary	YouGov	Online	1000	2017
Chile	Santiago, Valparaiso/Viña del Mar, Antofagasta	Datum Internacional S.A./Cadem S.A.	Face-to-face	1011	2017
China	Shanghai, Beijing, Guangzhou	WJP in collaboration with local partner	Face-to-face	508	2018
Colombia	Nationally representative	Tempo Group	Face-to-face	1000	2018
Costa Rica	San José, Cartago, Alajuela	Dichter and Neira	Face-to-face	561	2017
Cote d'Ivoire	Abidjan, Bouaké, Daloa	Liaison Marketing	Face-to-face	1011	2017
Croatia	Nationally representative	Ipsos d.o.o.	Face-to-face	1010	2018
Czech Republic	Prague, Brno, Ostrava	YouGov	Online	1013	2017
Congo, Dem. Rep.	Kinshasa, Lubumbashi, Mbuji-Mayi	Kantar Public Senegal	Face-to-face	1083	2018
Denmark	Copenhagen, Aarhus, Aalborg	YouGov	Online	1017	2017
Dominica	Nationally representative	StatMark	Face-to-face	512	2018
Dominican Republic	Nationally representative	CID Latin America	Face-to-face	1014	2018
Ecuador	Guayaquil, Quito, Cuenca	Dichter and Neira	Face-to-face	703	2017
Egypt	Cairo, Alexandria, Giza	WJP in collaboration with local partner	Face-to-face	1000	2017
El Salvador	Nationally representative	CID-Gallup Latin America	Face-to-face	1000	2018
Estonia	Tallinn, Tartu, Narva	Norstat Eesti	Online	1010	2017
Ethiopia	Addis Ababa, Gondar, Nazret	Infinite Insight Ltd.	Face-to-face	1037	2017
Finland	Helsinki, Espoo, Tampere	YouGov	Online	1014	2017
France	Nationally representative	YouGov	Online	1040	2018
Georgia	Tbilisi, Batumi, Kutaisi	ACT Market Research and Consulting Company	Face-to-face	1000	2017
Germany	Nationally representative	YouGov	Online	1048	2018
Ghana	Nationally representative	Infinite Insight Ltd.	Face-to-face	1103	2018

Country/Jurisdiction	Coverage	Polling Company	Methodology	Sample	Year
Greece	Athens, Thessaloniki, Patras	YouGov	Online	1015	2017
Grenada	Nationally representative	DMR Insights	Face-to-face	500	2018
Guatemala	Nationally representative	Mercaplan Central America & Caribbean	Face-to-face	1008	2018
Guinea	Conakry, Nzerekore, Kankan	Kantar Public Senegal	Face-to-face	1065	2018
Guyana	Nationally representative	StatMark	Face-to-face	527	2018
Honduras	Tegucigalpa, San Pedro Sula, Choloma	CID-Gallup	Face-to-face	1100	2017
Hong Kong SAR, China	Nationally representative	WJP in collaboration with local partner	Face-to-face	1004	2017
Hungary	Budapest, Debrecen, Szeged	Ipsos Hungary	Face-to-face	1000	2017
India	Nationally representative	Market Xcel	Face-to-face	1059	2018
Indonesia	Jakarta, Surabaya, Bandung	MRI (Marketing Research Indonesia)	Face-to-face	1004	2017
Iran	Tehran, Mashhad, Isfahan	BJKA consulting with local partner MHA Research	Face-to-face	1010	2018
Italy	Rome, Milan, Naples	YouGov	Online	1004	2017
Jamaica	Kingston, Portmore, Spanish Town	Dichter and Neira	Face-to-face	401	2017
Japan	Nationally representative	Acorn Marketing & Research Consultant (M) Sdn Bhd	Online	1000	2018
Jordan	Nationally representative	WJP in collaboration with local partner	Face-to-face	1000	2018
Kazakhstan	Almaty, Astana, Shymkent	WJP in collaboration with local partner	Face-to-face	1000	2017
Kenya	Nationally representative	Infinite Insight Ltd.	Face-to-face	1099	2018
Kyrgyzstan	Nationally representative	Ipsos	Face-to-face	1000	2018
Lebanon	Beirut, Tripoli, Sidon	REACH SAL	Face-to-face	1000	2017
Liberia	Monrovia, Gbarnga and Buchanan	Infinite Insight Ltd.	Face-to-face	1113	2018
Macedonia, FYR	Skopje, Kumanovo, Bitola	Ipsos doool Skopje	Face-to-face	1017	2017
Madagascar	Antananarivo, Toamasina, Antsirabe	DCDM Research	Face-to-face	1000	2017
Malawi	Lilongwe, Blantyre, Mzuzu	Infinite Insight Ltd.	Face-to-face	1039	2017
Malaysia	Klang Valley, Johor Bahru, Ipoh	Acorn Marketing & Research Consultant (M) Sdn Bhd	Face-to-face	1000	2017
Mali	Nationally representative	Marketing Support Consultancy	Face-to-face	1012	2018
Mauritania	Nationally representative	Liaison Marketing	Face-to-face	1000	2018
Mauritius	Nationally representative	DCDM Research	Face-to-face	1000	2018
Mexico	Mexico City, Guadalajara, Monterrey	Data Opinión Pública y Mercados	Face-to-face	1000	2017
Moldova	Chisinau, Balti, Cahul	Georgian Opinion Research Business International (GORBI)	Face-to-face	1043	2017
Mongolia	Ulaanbaatar, Erdenet, Darkhan	Mongolian Marketing Consulting Group LLC	Face-to-face	1000	2017
Morocco	Casablanca, Fes, Tangier	WJP in collaboration with local partner	Face-to-face	1000	2017
Mozambique	Nationally representative	Quest Research Services	Face-to-face	1009	2018
Myanmar	Yangon, Mandalay, Nay Pyi Taw	Myanmar Survey Research Co., Ltd (MSR)	Face-to-face	1000	2018
Namibia	Nationally representative	Quest Research Services	Face-to-face	1001	2018
Nepal	Kathmandu, Pokhara, Lalitpur	Solutions Consultant	Face-to-face	1000	2017
Netherlands	Nationally representative	YouGov	Online	1113	2018
New Zealand	Auckland, Wellington, Christchurch	Big Picture Marketing Strategy & Research	Online	1000	2017
Nicaragua	Managua, León, Masaya	CID-Gallup	Face-to-face	1100	2017
Niger	Niamey, Zinder, Maradi	Liaison Marketing	Face-to-face	1011	2018
Nigeria	Nationally representative	Infinite Insight Ltd.	Face-to-face	1083	2018
Norway	Oslo, Bergen, Trondheim	YouGov	Online	1007	2017
Pakistan	Karachi, Lahore, Faisalabad	Gallup Pakistan (affiliated with Gallup International)	Face-to-face	1840	2017
Panama	Panama City, San Miguelito, Las Cumbres	Gallup Panamá	Face-to-face	1000	2017
Peru	Nationally representative	Datum Internacional S.A.	Face-to-face	1000	2018
Philippines	Manila, Cebu, Davao	APMI Partners	Face-to-face	1008	2016

Country/Jurisdiction	Coverage	Polling Company	Methodology	Sample	Year
Poland	Warsaw, Krakow, Lodz	Grupa IQS	Face-to-face	1000	2018
Portugal	Lisbon, Porto, Amadora	YouGov	Online	1016	2017
Republic of Korea	Nationally representative	Acorn Marketing & Research Consultant (M) Sdn Bhd	Online	1000	2018
Romania	Nationally representative	Alpha Research Ltd. in collaboration with local partner	Face-to-face	1000	2018
Russia	Nationally representative	WJP in collaboration with local partner	Face-to-face	1000	2018
Rwanda	Kigali	Infinite Insight Ltd.	Face-to-face	316	2018
Senegal	Pikine, Dakar, Thiès	Kantar TNS	Face-to-face	1012	2017
Serbia	Belgrade, Novi Sad, Nis	Ipsos Strategic Marketing d.o.o.	Face-to-face	1002	2017
Sierra Leone	Nationally representative	Infinite Insight Ltd.	Face-to-face	1165	2018
Singapore	Nationally representative	Survey Sampling International	Online	1000	2017
Slovenia	Ljubljana, Maribor, Celje	Ipsos d.o.o.	Face-to-face	1006	2017
South Africa	Nationally representative	Quest Research Services	Face-to-face	1014	2018
Spain	Nationally representative	YouGov	Online	1051	2018
Sri Lanka	Colombo, Kaduwela, Maharagama	Kantar LMRB	Face-to-face	1010	2017
St. Kitts & Nevis	Nationally representative	DMR Insights	Face-to-face	500	2018
St. Lucia	Nationally representative	DMR Insights	Face-to-face	500	2018
St. Vincent & the Grenadines	Nationally representative	DMR Insights	Face-to-face	500	2018
Suriname	Nationally representative	CID-Gallup Latin America	Face-to-face	510	2018
Sweden	Nationally representative	YouGov	Online	1049	2018
Tanzania	Dar es Salaam, Mwanza, Arusha	Infinite Insight Ltd.	Face-to-face	1037	2018
Thailand	Bangkok, Nakhon Ratchasima, Udon Thani	Infosearch Limited	Face-to-face	1000	2018
Togo	Nationally representative	Marketing Support Consultancy	Face-to-face	1005	2018
Trinidad & Tobago	Nationally representative	CID-Gallup Latin America	Face-to-face	1006	2018
Tunisia	Big Tunis, Sfax, Sousse	BJKA Consulting	Face-to-face	1001	2017
Turkey	İstanbul, Ankara, İzmir	Kantar Insights	Face-to-face	1039	2018
Uganda	Kampala, Nansana, Kira	Kantar Public East Africa	Face-to-face	1062	2018
Ukraine	Kyiv, Kharkiv, Odessa	GfK Ukraine	Face-to-face	1079	2017
United Arab Emirates	Dubai, Abu Dhabi, Sharjah	FeedBack Market Research /Dolfin Market Research & Consultancy (DolfinX)	Face-to-face	1011/200	2011/2017
United Kingdom	Nationally representative	YouGov	Online	1056	2018
United States	Nationally representative	YouGov	Online	1086	2018
Uruguay	Nationally representative	BM Business Partners	Face-to-face	1000	2018
Uzbekistan	Tashkent, Namangan, Samarkand	WJP in collaboration with local partner/Ipsos	Face-to-face	1000/300	2014/2018
Venezuela	Caracas, Maracaibo, Valencia	WJP in collaboration with local partner	Face-to-face	1015	2018
Vietnam	Ho Chi Minh City, Hanoi, Hai Phong	Indochina Research (Vietnam) Ltd.	Face-to-face	1000	2017
Zambia	Lusaka, Kitwe, Chipata	Intraspace Market Consultancy Ltd.	Face-to-face	1014	2017
Zimbabwe	Nationally representative	Quest Research Services	Face-to-face	1001	2018