

# How the AP-GfK Poll Was Conducted

By [The Moscow Times](#)

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The Associated Press-GfK Poll in Russia on attitudes and opinions of Russians was conducted by GfK Roper Public Affairs & Corporate Communications from May 25 to June 10.

It is based on a national random sample of 1,675 Russians ages 18 and older from different interviewing locations.

One hundred cities and districts were initially selected, with probability proportionate to size. Next, 200 urban and rural blocks were randomly selected from the 100.

Excluded from the block selection were remote and sparsely populated areas, including some mountainous terrain, and clusters of minority and ethnic groups whose command of Russian was limited.

The lack of official statistics makes it difficult to estimate the amount of noncoverage, but it is probably somewhere between 3 and 6 percent.

In the blocks, interviewers were assigned random routes with rules to randomly select a household for the interview. Interviewers then recorded the number of adults in the household and randomly selected an adult for the interview. Interviewers revisited the home if the selected adult was not present.

Interviews were conducted in Russian.

As done routinely in surveys, results were weighted, or adjusted, to ensure that the responses accurately reflected the population's makeup. The sample was weighted to take into account the sampling method and was also weighted for age and sex.

No more than one time in 20 should chance variations in the sample cause the results to vary by more than plus or minus 2.9 percentage points from the answers that would be obtained if all adults in Russia were polled.

There are other sources of potential error in polls, including the wording and order of questions.

The questions and results are available at [ap-gfkipoll.com](http://ap-gfkipoll.com).

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