

WAPOR and ESOMAR release our latest global study on the Freedoms to Conduct and Publish Opinion Polls

WAPOR, the World Association for Public Opinion Research and ESOMAR, the global voice of the Research, Data and Insights Community, have just published their latest study on *The Freedom to Conduct and Publish Opinion Polls*. Updating the 2017 report, this latest study reports results based on a survey of 200 public opinion research experts in 157 countries across six continents. The 2023 Freedom Report is available for download from www.wapor.org

The study finds that although the share of countries with limits on the publication of pre-election polls has dropped to 46%, an additional 15% do not permit election polling at all and another six countries have embargoes on the publication of pre-election poll results lasting 30 days or more before an election. Only 34% of these 157 countries both have election polls *and* the ability to publish results without any government-imposed blackout period.

In over 85% of these countries, polls are used to measure public opinion about social issues, government performance, economic concerns and especially health issues such as the coronavirus pandemic. However, in many countries there are taboo topics due to socio-cultural preferences or government censorship. More than 25% of countries have prohibitions on publishing surveys about religion, and 20% do not allow polling on crime and voting.

In 43% of the 157 countries, the quality of reporting about polls in the news media is rated by research respondents as being low or very low, nearly twice as high as the share of countries who rate local reporting as being of high quality. This suggests a need for more training by WAPOR and ESOMAR aimed at consumers of our surveys in the print, broadcast and social media.

Robert Chung, President of WAPOR, said “*Liberty* and *Quality* are two basic values guiding all public opinion research communities in their efforts to advance *Humanity*. WAPOR will continue to work with ESOMAR and other organizations to advance these ideals.”

Joaquim Bretcha, ESOMAR Director General, said “ESOMAR will use this important study to highlight the vital role that social and opinion research play in providing decision makers and the general public with access to reliable measures of public attitudes.”

Founded in 1947, WAPOR is the leading international association in the field of public opinion research with approximately 500 members in more than 117 countries. For further information on WAPOR, contact David A. Jodice, WAPOR Vice President/President Elect, David.Jodice@D3Systems.com or the WAPOR Secretariat at WAPOROffice@gmail.com, or at WAPOR, 1436 Duke Street, Alexandria, Virginia, 22314 USA.

Founded in 1948, ESOMAR gathers 12,000 professionals from the insights, data and analytics sector in 140 countries worldwide, providing or commissioning research, including public and academic bodies. For further information about ESOMAR and its activities, contact GAPS@esomar.org. ESOMAR, Burgemeester Stramanweg 105, 1101 AA Amsterdam, The Netherlands T: +31 20 664 2141 F: +31 20 664 2922.