

THE YEMEN POLLING CENTER

The recipient of the Best Partner in the Middle East and North Africa award from Gallup International in 2010, YPC is at the forefront of survey and qualitative research in Yemen. With unparalleled capacity and expertise, YPC is Yemen's first and most experienced research organization.

*Yemen's
Premier
Research
Organization*

YPC BACKGROUND

Established in 2004, The Yemen Polling Center (YPC) is an independent non-governmental organization. YPC was founded by a group of dedicated professional journalists, academics, researchers and volunteers who identified a need to inform decision-makers with nonpartisan and unbiased social science of the highest international standards.

A member of the World Association of Public Opinion Research (WAPOR), YPC received the 2010 Best Partner in the Middle East and North Africa Award from Gallup International.

Since its inception, YPC has implemented **qualitative and quantitative research** projects on media, social, economic, political, development, and humanitarian issues; **interviewed more than 100,000 Yemenis in face-to-face (F2F) household surveys**; conducted dozens of **focus groups**; completed hundreds of **in-depth & elite interviews** for local, national, and international partners; and hosted dozens of **trainings, workshops, and presentations** for society, Members of Parliament, independent media, international NGOs, the donor community, and international organizations.

Complimented by 25 management, research, accounting and administrative staff based in Sana'a, YPC is proud to have the most professional field staff in Yemen, all of whom have been carefully selected through rigorous testing and have broad experience in field work as well as in the nature of their respective Yemeni governorates.

MISSION STATEMENT

YPC's mission is to set the highest professional standards for public opinion, market, and social science research and analysis, as well as to advance the understanding among citizens, the media and general public, regarding how polls can bring about positive social, economic, and political change. At the forefront of social science and civil society training in Yemen, YPC partners with local and international organizations to research and advise on Yemen's most pressing issues.

The center also promotes excellence in opinion and market research by providing clients with a variety of opportunities for advancing and expanding their businesses and achieving their objectives.

UNPARALLELED EXPERIENCE & EXPERTISE

The Yemen Polling Center sets the standard for survey, market, and other social science research in Yemen. With an average of more than 10 projects implemented each year since the Center's inception in 2005, and continued and sustained growth throughout this period, YPC has worked with the foremost international research organizations in the world, international organizations, and public, private, and academic institutes.

YPC PARTNERS AND FUNDERS

- *Center for International Enterprises (CIPE)*
- *Charney Research*
- *Danicom (Media Consultancies Company)*
- *European Instrument for Democracy and Human Rights (EIDHR), European Union*
- *Gallup International*
- *GRM International*
- *International Foundation for Election Systems (IFES)*
- *Middle East Partnership Initiative (MEPI)*
- *Ministry of Human Rights (MOHR)*
- *Ministry of Local Administration*
- *National Democratic Institute for International Affairs (NDI)*
- *National Endowment for Democracy (NED)*
- *Open Society Institute (OSI)*
- *Pan-Arab Research Center (PARC)*
- *The Research Institute (London)*
- *United Nations Agencies (UNDP, UNFPA, WFP, and IOM)*
- *United States Agency for International Development (USAID)*
- *United States State Department*
- *University of Michigan (UM)*
- *The World Bank*
- *Yemen Businessmen Club (YBC)*

RESEARCH SERVICES PROVIDED BY YPC

- Public Opinion Surveys
- Data Collection and Analysis
- Study Design
- Instrument Development and Evaluation
- Focus Groups
- In-depth Interviews
- Media and Communication Research
- Pretests and Pilot Studies
- Market Research
- Customer Research
- Product Research

YPC PROJECTS

At YPC we are proud of our reputation for designing and conducting research projects that deliver high-quality data and analysis.

Below is a partial listing of projects undertaken by YPC in recent years.

BRANDING OF HUMANITARIAN AND DEVELOPMENT PROJECTS 2011

A survey study for USAID on the best means of communicating with beneficiaries of development and humanitarian projects. The study also considered potential risks and dangers to those working on USAID projects.

MEDIA CONSUMPTION PATTERNS SURVEY 2011

A study on media consumption patterns and perceptions of humanitarian and development assistance in six governorates for IOM - Amran, Al-Jawf, al-Dhale, Mareb, Abyan and Hajjah.

HUMAN RIGHTS AWARENESS SURVEY 2010

At the request UNDP, the UNFPA, and the Ministry of Human Rights, YPC conducted a nationwide survey on awareness, attitudes, and the extent to which human rights are realized in Yemen.

STRENGTHENING INDEPENDENT MEDIA IN YEMEN 2010-2011

This project, conducted with a grant from the Open Society Institute, consists of a needs assessment of the independent media based on interviews with members of independent print and online newspapers, a nation-wide survey on media consumption patterns more generally, and a workshop with the local independent media. Status of Women in Yemen 2010.

INTERNATIONAL FOUNDATION FOR ELECTION SYSTEMS 2010

YPC implemented a survey for the International Foundations for Elections Systems (IFES) addressing the status of women in Yemen. The

project was particularly focused on understanding women's political and electoral rights.

YEMEN PARLIAMENT WATCH PROJECT 2010

With funding from the European Instrument for Democracy and Human Rights (EIDHR), an EU initiative, YPC is currently implementing a lengthy project with the Yemeni Parliament. Included in the project are numerous public polls on women's political rights and participation, public awareness of Parliament, and the ongoing electoral reform process. Additionally the project includes training civil society organizations on lobbying Parliament and journalists on how to report on Parliamentary matters, as well as conducting numerous workshops.

UNAIDS 2010

Implemented in partnership with the United Nations, YPC conducted a survey on HIV/AIDS issues in Yemen including awareness of the disease and the social stigma that accompanies it.

HEALTH SERVICES RESEARCH PROJECT 2010

In partnership with the World Bank, YPC undertook a research project on delivery and governance of healthcare in Yemen. The project consisted of patient-exit surveys, a household survey, and in-depth interviews with healthcare administrators. YPC also collected data on record-keeping, finances, and human resources practices in the health facilities examined.

ADVANCING POLITICAL PARTICIPATION 2010

With funding from the Middle East Partnership Initiative (MEPI) this project included both survey research on popular political participation in Yemen and workshops with political parties to enhance political participation.

RURAL INVESTMENT CLIMATE SURVEY (RICS) 2010

In partnership with the World Bank, YPC conducted a survey in Sana'a, Dhamar and Lahj. The survey, comprised three different questionnaires, sought to collect data about the investment climate in rural areas, the difficulties faced by entrepreneurs, the type of formal or informal enterprises existing in the rural areas and the availability of infrastructure there.

LOCAL RADIO LISTENER SURVEY 2009

Towards the end of 2009, YPC contracted with the media consultancies company Danicom and the Yemeni General Corporation for Radio and Television to undertake a survey in three Yemeni governorates on radio listening habits.

VOTER – TO – LIST ASSESSMENT SURVEY 2009

YPC completed a survey for the International Foundations for Elections Systems (IFES). The survey sought to measure the accuracy and validity of the voter registers in Yemen.

ARAB SAT SURVEY 2009

The Pan Arab Research Center (PARC) commissioned YPC to conduct a survey about the satellite channels preferred in Yemen and the type of satellites installed by Yemeni citizens.

SOCIO-CULTURAL AND POLITICAL STUDY OF POPULATIONS IN MAREB AND HADRAMOUT JULY 2009

YPC conducted a socio-cultural and political study for the London-based Research Institute. The study in Hadramout and Mareb governorates comprised in-depth interviews and public opinion surveys. The two wave study addressed issues relating to terrorism, tribal and religious influence, religion, and relations with neighboring countries, among others.

GOVERNANCE AND QUALITY OF PUBLIC SERVICES 2009

At the request of the World Bank, this study concerned citizens' assessment of public services. The study was implemented in 20 Yemeni governorates.

CORPORATE GOVERNANCE 2008-2009

In cooperation with the Center for International Enterprises (CIPE) and the Yemeni Businessmen Club (YBC), YPC completed a study on corporate governance.

WATER SECTOR SUPPORT PROGRAM (WSSP) 2008

The World Bank commissioned YPC to work on a public opinion poll on questions of water consumption and irrigation.

CORRUPTION DIAGNOSIS IN DIFFERENT PUBLIC SECTORS 2008

At the request of the World Bank, YPC conducted quantitative research on corruption in different public sectors in Yemen (health, education, and infrastructure).

PUBLIC OPINION LEADERS' ATTITUDE TOWARDS WORLD BANK INSTITUTIONS AND ECONOMIC REFORM 2008

On the behalf of the World Bank, YPC conducted a public opinion survey to measure the attitudes of public leaders towards World Bank institutions and economic reforms.

INVOLVING SOCIETY IN LEGISLATION 2007-2008

The project consisted of snap polls on issues before Parliament in order to provide greater public voice.

ESTABLISHING DATA COLLECTION UNITS IN POLITICAL PARTIES AND BUSINESS ORGANIZATIONS 2007- 2008

Working with the National Democratic Institute for International Affairs (NDI), YPC worked on the establishment of surveying & data-collection units within the Chamber of Commerce, business organizations, and political parties.

DECISION MAKING PROCESS IN YEMEN 2007

YPC implemented two opinion polls targeting the political, social, and economic elite in Yemen regarding the involvement of society in the decision-making process.

CANDIDATES IN PRESIDENTIAL ELECTIONS 2006

This survey on voters' attitudes toward the elections in general and candidates specifically was

conducted during the campaign season of the 2006 presidential elections.

SURVEY ON LOCAL COUNCIL EXPERIENCE AND LOCAL ELECTIONS 2006

This two part project consisted of a public survey evaluating and gauging awareness of Local Councils and interviews with Local Council Members regarding their experiences.

SOCIAL, POLITICAL AND RELIGIOUS LIFE IN YEMEN 2006

In October 2006, YPC contracted with the *Arabic Institute for Strategic Studies and Researches* (a Dubai-based independent research institute) in order to implement a poll on attitudes and values related to the social, political and religious life in Yemen.

INVESTMENT OBSTACLES IN YEMEN 2006

This study tackled different fields of investment and their respective obstacles in Yemen by means of collecting and analyzing viewpoints of concerned

parties as well as through a thorough analysis of related studies and research. Also included are data and information from different external sources, specifically investors, about the investment climate and how supportive it is to the advancement of investment programs.

BRIBERY IN YEMEN 2006

This study investigates the different forms of bribery in Yemen and provides interested parties and decision makers with the research findings.

DEMOCRACY, PUBLIC LIFE AND OPINION 2006

Implemented at the request of the University of Michigan, this project measured public opinion regarding the state of democracy and public freedom in Yemen.

METHODOLOGIES

The Yemen Polling Center employs a variety of quantitative and qualitative research methodologies including face-to-face (F2F) interviewing, focus groups, and in-depth interviews.

For survey research YPC conducts all interviews F2F in the respondents' homes. Yemen is a largely rural country (roughly 70% rural) with a weak telecommunications infrastructure limiting the use phone and Computer Assisted Telephone Interviewing (CATI) techniques. YPC has developed an award winning sampling methodology that ensures both national and/or sub-national representation, as well as randomness at all strata.

YPC uses a variety of statistical software packages including PASW (SPSS), Microsoft Excel and Access,

Complementing YPC's quantitative research, the Center is proficient in qualitative research methods such as focus groups and in-depth interviewing.

MANAGEMENT & HUMAN RESOURCES

The Yemen Polling Center's story is one of growth. From a half dozen management, research, and accounting staff in 2004, the Center has grown into an organization of about 25 full-time employees at its headquarters in Sana'a, and more than 300 experienced enumerators. Despite ongoing and increasing tension across the country in 2011, YPC continues to operate successfully and grow. Highlights of YPC's growth include the following:

- 25 full-time staff in Sana'a including:
 - Management and executive staff
 - Research managers and project officers
 - Research analysts and assistants
 - Data entry staff
 - Accounting staff
 - Administrative support
- Roughly 320 enumerators, half of whom are women, from all governorates in the country ensuring continued and persistent access to all areas.
- A database of more than 1,000 enumerators trained by YPC who can be called upon in the event of a surge in field research demands.
- About a dozen reserve/part-time data entry staff that can be called up on in the event of a surge in data processing needs.
- After outgrowing its former office space, YPC moved to its new, expanded headquarters at the Qatar National Bank building in Sana'a in August 2010.
- With an average of more than 10 projects completed each year, YPC has consistently grown and progressively implemented more research projects each year of its existence.

Meeting the highest standards in quantitative research, YPC always conducts concentrated courses before the implementation of any questionnaire by our field researchers and supervisors. Methods of administering a new questionnaire and professional and ethical etiquette in conducting interviews are thoroughly discussed. In addition, we provide our researchers with fieldwork manuals, which include all research requirements, directions and a detailed explanation of the sample design and the questionnaire at hand. Finally practice interviews and piloting of survey instruments are central to the training process.