1. **Sampling methodology** (description of sample design in the regular all-Russian survey)

Multi-stage stratified sample representing the Russian population according to sex, age, education, type of settlement is used to conduct the survey.

The **first stage** selection units are subjects of the Russian Federation. The regions are selected according to their representativeness ranking, i.e. a ranking representing the Russian population as good as possible.

The region selection optimality is ensured by the following scheme. First, the most representative subjects should have bigger population. Second, to be representative of the population the subject should be similar to other subjects across certain parameters.

The representativeness ranking is calculated in the following way:

* The distance of the region from the pattern average/“most typical” region;
* The population size of the subject is divided into the  given distance to get the *index of representativeness* reflecting the way how the subject is representative of the population compared to the typical region;
* Regions are ranked from biggest to smallest according to the representativeness index (more representative regions obtain rankings closer to the unit).

To measure similarity between subjects, a number of parameters comprising the following factors are used:

* Level of political loyalty
* Level of economic well-being of the region (including the Internet penetration rate)
* Level of traditional media penetration rate
* Urbanization
* Involvement of the region in the commodity-based economy
* Social tensions
* Industrial profile of the region
* Economic backwardness of the region.

**At the second stage,** for reach region the number of respondents proportional to its population size is calculated. This number is distributed, within the region, across seven sub-groups corresponding to seven types of administrative-territorial units (ATU) (cities with population over 1 mln of residents; 500 ths – 1 mln; 100 ths – 500 ths; 50 - 100 ths; less than 50 ths, urban type settlement, rural area) proportional to the weight of each type of settlement in the population of the region. Respondents of each sub-group are equally distributed across ATU of the given type in the region.

The distribution of quota lists according to types of ATU within regions is carried out using the Rosstat data. If there is only one type ATU in the region, it is included in the sample. Certain ATU types can be represented by multiple communities. This is always true for rural area and partly true for urban-type settlement and small cities. In such a case, to select the ATU type, the population size closer to this ATU type in the region is taken into consideration; simultaneously, it provides territorial dispersion.

**At the third stage,** a starting point of the sample itinerary in a settlement is selected using the rotation of the polling stations and the list of streets.

**The fourth and fifth stages** are the selection of the household and respondent. It implies step-by-step selection of households and respondents based on the last-birthday method which is reliable and easy-to-use technique in mass opinion surveys.

1. **Response rate**

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| --- | --- |
| Total number of households selected for the study | 3030 |
| Number of non-contacts | 499 |
| Number of not eligible contact | 507 |
| Number of refusals | 576 |
| Number of valid interviews | 1602 |
| Response rate  | 0,53 |