Sample Design:

A multistage stratified sample with randomized household selection and random selection of respondents within households was utilized for this poll. The sample's universe included all residents of Iran aged 16 and over. The poll was conducted in 80 urban PSUs (Primary Sampling Units) and 97 villages. All provinces were covered.

Urban:

Urban cities are distributed into four tiers according to their population
Tier 1 cities: 1M+
Tier 2 cities: 500K-1M
Tier 3 cities: 100K-500K
Tier 4 cities: less than 100K

Selection of PSUs

Stage 1: Selecting T1 (tier 1) and T2 (tier 2) cities
All first-tier (population of over 1 million) and second-tier (500K-1 million) cities were selected with a probability of 1.

Stage 2: Selecting Tier 3 cities (ethnic representation)
Iran's census does not collect information on ethnicity for both practical and political reasons. Therefore, there is no reliable data available on the ethnic composition of the country. Hence, in order to make the sample as representative of the ethnic makeup of the country as possible, at stage 2, each T3 city is categorised on the basis of the prevalent ethnic character of the city as one of the following 7 major ethnic groups:

1) Fars (also includes very small minorities – total 3% of population)
2) Azeri
3) Kurd
4) Lur
5) Arab
6) Baluch
7) Gilak/Shomali

In other words, each T3 city was classified as belonging to only one of the above categories. Once the categorisation was completed, the share of each category in the total of T3 cities was established. The number of PSUs for each ethnic category was made proportional to the share of this category in the total of all T3 cities. Then, T3 cities were selected randomly and independently within each ethnic category of T3 cities, according to the number of PSUs allocated to each category.

Stage 3: Selecting T4 cities and rural districts (regional representation)
All 30 provinces of Iran were divided into the following 9 regional categories without any overlap:

1 – Tehran *(Province of Tehran, Semnan, Ghazvin, Ghom, Markazi, and Hamedan)*
2 – N *(Province of Gilan, Golestan, and Mazandaran)*
3 – NE *(Province of Khorasan Razavi, Khorasan Jonoobi, and Khorasan Shomali)*
4 – SE *(Province of Sistan Baluchestan and Kerman)*
5 – S *(Province of Fars, Kohkeelooyeh va Boyerahmad and Hormozgan)*
6 – C *(Province of Isfehan, Chahar Mahal Bakhtiyari, and Yazd)*
7 – SW *(Province of Bushehr, Khoozastan, and Lorestan)*
8 – W *(Province of Ilam, Kurdestan, and Kermanshah)*
9 – NW *(Province of Azarbaijan Sharghi, Azarbaijan Gharbi, Ardabil, and Zanjan)*

All T4 cities and rural districts were assigned to regional categories according to the geographic location of their province. Then T4 cities and rural districts were selected randomly and independently within each category of T4 cities and rural districts according to the number of PSUs allocated to each category.

Stage 4: Sample point selection: (SPs)
Once Primary Sample Units (PSUs) were selected through the indicated first three stages, sampling points (SPs) were randomly selected from within each PSU. For urban areas, an SP is defined as the streets within an Urban PSU. For rural areas, an SP is defined as the village within a Rural PSU. In general, no more than 5 interviews were conducted in each SP.

Stage 5: Household selection within SP
From the pre-selected starting point, the 1st residential unit on the left side of street and then every 3rd residential unit were contacted. If the residential unit was a single family house or a 2-level building in which 2 households reside, then the household residing on the first level was picked. If the residential unit was a 3+ level apartment building, the household residing on the middle level was picked. If multiple households reside within a particular level, then the first household on the left, closest to the elevator/staircase was picked.

Stage 6: Selecting a respondent within a household:
Our interviewers asked to speak with an eligible member of the household who has had the most recent birthday. If more than one household member qualified because two members had the same birthday, our interviewers then asked to speak with the one who had most recently been out of the house. If no one was home, we tried two additional times. If someone was home but the randomly selected member was not, a time was arranged so that the interview could take place at a mutually agreeable time. If the selected member refused to willingly participate, if a mutually agreeable arrangement could not be made, or if a selected household could not be reached after three attempts, the interviewers abandoned the household and move to the next.

Stage 7: Interview allocation:

Interviews were allocated proportional to the population size of the selected PSUs and the areas those PSUs represented in the region. Selected PSUs within each region were made to represent the population of similar settlements (population category) within that region:

Region	Name of the Province	Total Interviews	Urban	Rural
C	Isfehan	59	45	14
C	Chahar Mahal Bakhtiyari	14	8	6
C	Yazd	22	19	3
Tehran	Tehran	186	164	22
Tehran	Semnan	11	9	2
Tehran	Ghazvin	22	12	7
Tehran	Ghom	16	15	1
Tehran	Markazi	12	12	3
Tehran	Hamedan	15	8	7
N	Gilan	34	16	18
N	Golestan	18	12	6
N	Mazandaran	48	28	20
NE	Khorasan Razavi	65	40	25
NE	Khorasan Jonoobi (South)	8	4	4
NE	Khorasan Shomali (North)	22	16	6
SE	Sistan Baluchestan	42	27	15
SE	Kerman	30	24	6
S	Fars	63	33	30
S	Kohkeelooyeh va Boyerahmad	12	7	5
S	Hormozgan	22	14	8
SW	Bushehr	11	6	5
SW	Khoozestan	58	38	20
SW	Lorestan	20	11	9
W	Ilam	8	4	4
W	Kurdestan	15	10	5
W	Kermanshah	39	27	12
NW	Azarbaijan Sharghi (East)	58	34	24

NW	Azarbaijan Gharbi (West)	34	21	13
NW	Ardabil	19	15	4
NW	Zanjan	17	10	7
	Total	**1000**	**689**	**311**

Survey Execution

All interviewing was conducted by a major Iranian survey organization using their local interviewing and supervisory staff.

Margin of Error

A total of 1,000 interviews were completed. With a simple random sample of 1,000, the margin of error is +/- 3.2 percentage points. Since face-to-face national surveys are normally multi-stage stratified samples, as was employed in Iran, a small design effect is typically present. With a sample of this size and 177 primary sampling units, the actual margin of sampling error is likely to be somewhat wider, but still less than 4.5 percentage points.

Contact and completion rate

The contact rate was 94%; the completion rate was 86%. "Contact" is defined as the ability to reach the eligible and qualified member of a household (see Stage 5 and 6). "Completion" is defined as the ability of the eligible respondent to cooperate with the interviewer to the very end of the poll, without any third party interference or a request of termination from the individual being interviewed.

Quality Assurance

Twenty percent of the houses that were interviewed were selected randomly and re-contacted. The supervisor first made sure the right person within the household was selected, and then re-asked Q2, Q14, Q31, D1, D2, and D4 to ensure that the interviewer had recorded the answers in accurate fashion. If a gross discrepancy was observed between what was recorded and what was stated, the interviewer was dismissed and all of his/her interviews were discarded. The discarded interviews are treated as if they had never happened and do not count into the contact/completion rates.

The survey data were not weighted because official data on national demographics are not universally considered to be credible. Population size and density were the only official data used to assist the sample design.