

Informal Meeting of the DAC Heads of Information
27-28 May 2002
OECD, Paris

Conclusions and Future Steps

The annual meeting took place at the OECD and was organised jointly by the Development Co-operation Directorate (DCD) and the Development Centre (DEV). There were 31 participants, with representation from most DAC Members (see participants list attached).

The objective of this year's meeting was to explore the desirability and feasibility of conducting a joint DAC survey of public opinion about international development co-operation and/or the Millennium Development Goals.

Three presentations were organised to facilitate the discussion:

- Dr. Alphonse MacDonald, Director UNFPA Geneva office and Michele Corrado, Director, Social & Health Research, MORI presented survey methodology and experience in the 1996 and 2001 public opinion research on "Population Issues in the Developing World", a 13 country survey commissioned by UNFPA and conducted by MORI (Market and Opinion Research International) (<http://www.mori.com/polls/2001/pdf/unfpa2.pdf>);
- Mr. Renaud Soufflot de Magny, presented the *Eurobarometer* experience in pan-European Union public opinion research (http://europa.eu.int/comm/public_opinion/); and
- Prof. Bi Puranen, Secretary General, World Values Survey, presented the WVS, a series of intercultural studies on the basis of interviews with representative population samples from some 60 countries conducted in four major waves 1981-84, 1990-1993, 1995-1997 and 1999-2000 (www.worldvaluessurvey.org).

Although not all Members were convinced of the value of conducting a joint public opinion poll—they were not sure of the cost-benefits value of such an exercise—most agreed that it would be useful to have comparable data across DAC Members.

To this end, it was proposed to create a small facilitation group to work on a smaller scale to develop some common questions that Members could use in their national public opinion polls. These questions would be drawn from existing experience with national opinion polling in DAC Member countries. This could form a basis for comparison of data. **Participants were asked to send their last two public opinion polls—translated if possible—to Ida McDonnell (ida.mcdonnell@oecd.org), noting which questions from the poll were most helpful/revealing for measuring public opinion.**

The "Public Opinion Polling (POP) Group" was established to work over the next 8 months to develop some standard questions. Members include:

Johan Akerblom, Hillevi Ekberg, Sweden
Donald Tighe, United States
Christian Wilmsen, Germany
Vivian Williams and Nancy Pawalak, Canada
Jean Fabre, UNDP
Alphonse MacDonald, UNFPA
Ida McDonnell, OECD Development Centre
Roberta Bensky, OECD Development Co-operation Directorate

2003 Meeting

CIDA offered to sponsor the 2003 meeting in Ottawa, Canada. The focus of this meeting will be to share information on communication strategies.