

REPUBLIC OF BULGARIA NATIONAL STATISTICAL INSTITUTE

INTERVIEWERS SATISFACTION SURVEY

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I. GENERAL PRESENTATION

OBJECTIVES	 The general objectives of the component are: to give an overview on the interviewers' satisfaction by different factors to provide recommendation for improving data collection process to contribute for development the list of process quality indicators
TARGET GROUP AND COVERAGE	Interviewers of Regional statistical offices (RSOs) engaged in surveys data collection from households and enterprises and other legal entities Total – 792, of which 772 effective interviewers 2 Target subgroups according to the type of the observed
METHOD AND DATA	units: Households interviewers - 284 (37%) Enterprises interviewers - 488 (63%)
METHOD AND DATA COLLECTION TECHNIQUE*	Exhaustively in RSOs; Self-administrated questionnaire including 14 closed questions and 1 free flow
TIME	February 2008
UNIT RESPONSE RATE	97.5 %
NON RESPONSE BY CAUSES	Employees on maternity and long term leave or not in the position to provide answers (on behalf of new staff)
ITEM RESPONSE RATE	99.4 %
RESULT	Interviewers' satisfaction analysis in comparative aspect between two sub groups

^{*}The questionnaire was made available for interviewers on paper. The suitable person from each RSO was responsible for collection and send back to HO the filed up questionnaires. The processing of raw data, aggregation and analysis were organized and done by project team.

II. SUMMARY OF RESULTS

The National Statistical System consists of the National Statistical Institute (NSI) and other bodies of Statistics carrying out statistical activities of the state by conducting periodical and single statistical surveys, included in the National Programme for Statistical Surveys. The Bulgarian statistical system is a decentralized system based on surveys. The NSI consists of Head Office (HO) and 28 RSOs. The number of the staff as of 01.07.2008 is 1352 employees, 384 of them in HO and 968 - in RSOs.

The RSOs are responsible for collection of individual data from respondents, data entry, quality control and dissemination of statistical information within the respective regions. The interviewers of RSOs are the "ears and eyes" in performance important statistical processes - data collection and dissemination of statistical information at the regional level. Studying their opinion and expectations is a part of quality management.

The total number of surveys included in National Programme for Statistical Surveys 2008 based on data collection from the respondents is 128 (field work excluding special case - price collection). The RSOs are responsible for 99 of them. The share of the enterprises surveys is 90 %. Almost all enterprises surveys are obligatory. The short-term surveys (monthly, quarterly) are about 40 %.

This surveys distribution by types reflected on the interviewers' structure. The interviewers have been provided possibility for self-assessment in two subgroups according to their predominant activities by type of the observed units. This distribution is in some degree roughly having in mind general burden, unsteady of work and lack of time reporting system for different processes/ products. The enterprises interviewers which collect data from enterprises, administrative units and other legal entities are prevailing - 488 persons or 63 %. The households' interviewers are 284 persons or 37%. There are aspects for which the differences in the results should be highlighted.

The demographic profile of interviewers is characterizing with average age - 47 years, higher share of women - 93 % and in both groups the situation is quite similar. 62 % of the interviewers are with tertiary education. Significant difference appears in educational statushouseholds interviewers with tertiary education are 41 %, but enterprises interviewers - 74 %.

1. The data collection process requires ensuring enough time for studying surveys instrumentarium - questionnaires, instructions, and lists of observed units, before data collection running. More than half of interviewers (53 %) stated the fact that they always have enough time for learning surveys instrumentarium and 29 % - quite often.

Figure 1 below provides information on how two sub groups responded to this question. There is difference in two sub groups' answers - 78 % of enterprises interviewers consider that they have enough time (always or quite often) and households' interviewers - 88%. About 15 % of enterprises interviewers stated that there are cases in which the survey methodologies were delivered later and they have not enough time, while in households' interviewers this share is 7 %.

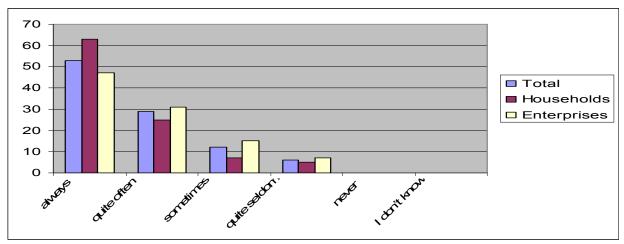


Figure 1 "Do you have enough time for studying surveys instrumentarium, before data collection running?"

2. Quality of the statistical instrumentarium is an essential element in data collection process. Respondents are the users of collection processes: methodological issues, classification systems used, questionnaires and ways of data provision. Also, they are the providers of micro data from which the statistical macro data are produced, and the quality of those estimations depends on them. Statistical questionnaire is a key instrument and the tool for identification information needs through using relevant concepts and definitions. In this way the links between survey organization and users' needs are coordinated. The questionnaire is a mean for survey standardization and control. It is well known that the good questionnaire design contributed to the decreasing errors and to optimazing relationships with respondents.

The answers distribution concerning quality of the instrumentarium is as follows: 18 % found the quality as very good, 60 % - good, 18 % - average and 3 % - poor. Enterprises interviewers are more critical about this issue and more than 22 % of them assess quality as average. This assessment is with 11 percentage points higher in comparison with the opinion expressed by the households' interviewers. Main reasons for these assessments according to the comments provided by the both sub groups interviewers are: length of questionnaires, ways for formulating questions, availability of instructions.

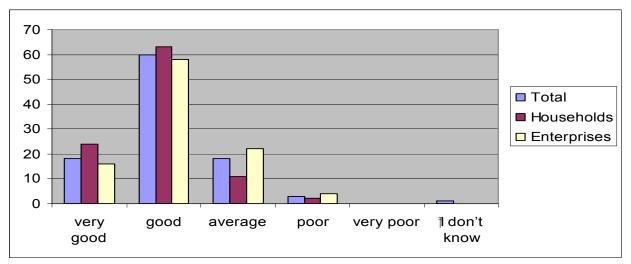


Figure 2 "How do you appraise the quality of the instrumentarium for the surveys that you have participated in?"

3. **Interviewers training** has important meaning in data collection process and especially in methods and technique used. During the last three years about 430 persons of the RSOs have been participated average annually in the courses and seminars organized by NSI (approximately 40 % of the RSOs staff). The answers distribution concerning training participation is as follows: 28 % stated that they always participated, 21 % - quite often, 24 % - sometimes, 12 % - quite seldom и 14 % - never. The different interviewers answers provide the evidences that the training policy is not enough efficient. From one side there is not access to equal training opportunities and from the other - insufficient transfer of knowledge over all interviewers. There are substantial differences between opinions of two groups - while 70 % of the households' interviewers participated always or quite often, only 37 % of enterprises interviewers expressed the same opinion. The share of the enterprises interviewers which have been never take part in training is nearly two times higher in comparison with the households' interviewers. It is related with different training approach- mainly for the new households' surveys (when a new survey is introduced or when a more general training in techniques for interviewing people is needed – SILC, Labour force survey, adult education and health interview) and in small part for enterprises surveys.

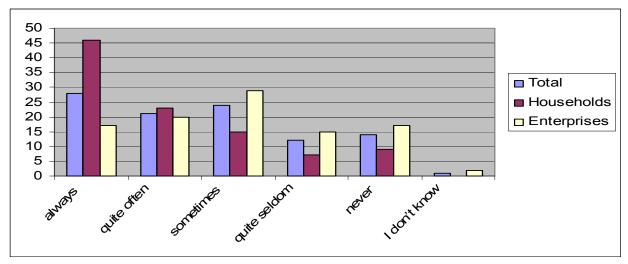


Figure 3 "Do you participate in NSI training process before data collection?"

The quality of training is considered as very good by 24% of the interviewers, good -49% and average - 11%. The differences in participation of the training process have the impact on answering about quality of training - 19% of the enterprises interviewers declare that they did not have an opinion due to the above mentioned reason.

There is a need to foster the knowledge among interviewers so that they can understand the links among various data sets, check data with awareness and communicate better on technical issues. The provision of training on standards and methodologies to interviewers would contribute to the improvement of data quality, motivation of respondents, better service to users and sound feedback to the HO.

4. In the environment of growing number of surveys, changing periodicity and decreasing the RSOs staff (from 1205 persons at the end of 2005 to 968 as of 01.07.2008) the role of coordination increased significant. Some aspects of coordination like time and ways of survey performance, coordination of sampling sizes and required indicators have important meaning in data collection process and reducing respondents' burden. The coordination parameters – in vertical and horizontal aspect are demanding consistency between different surveys and responsibility in NSI and in the framework of the national statistical system.

The survey coordination is evaluated as very good or good by 60 % of the interviewers, average - 28 %, poor - 10 %. The difference in the assessment of both sub groups is observed. The appraisals of enterprises interviewers are more critical - 32% consider that the coordination is on the average level and 12% - poor. The respective households' figures are 22% and 6%. About 70 % of households' interviewers found the coordination as very good or good, while the respective enterprises interviewers share is with 16 percentage points lower. In some degree the difference are due to character and peculates of enterprise and household surveys.

The main weaknesses in coordination are: inconsistency in time of carried out field work; short deadlines for receiving questionnaires back in RSOs; differences in term between required data from business units and the accountancy deadlines; overlapping of some indicators; participation of one and the same small units in different surveys; some overlapping in data required from different stated administrations.

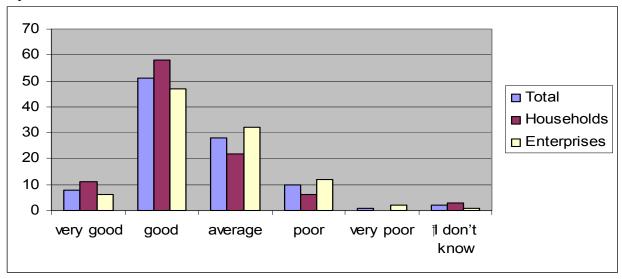


Figure 4 "How do you appreciate the coordination in surveys that you participated in?"

5. Organization of data collection process has a leading role for quality of this process. Planning the field work is important to realise the data collection at minimum expenses and to choose the optimal organization. It has already been described that data collection mainly is done through visits to households and post mail and some personal visits to enterprises. An increasing number of enterprises are sending the reports to the RSOs in electronic form. Some telephone interviews are also conducted. The survey organization is assessed as very satisfied only by 3% of the interviewers, satisfied - 44 %, average - 36 %, unsatisfied - 13 %. The difficulties caused by the organization of data collection process were observed stronger in enterprises interviewers. The share of these interviewers which expressed satisfaction (39 %) is with 13 percentage points lower then the households' interviewers. Unsatisfied from the organization of data collection process are 16 % enterprises interviewers while in households they are 9%. Insufficient use of electronic questionnaires, insufficient IT equipment, coordination of samples and optimizing their size with respect of accuracy and costs, frequency and burden of small firms, methods and data collection techniques, inconsistency in questionnaires, insufficient interaction and providing feedback with respondents and staff responsible for selection of reporting units are the main weaknesses stated by the enterprises interviewers.

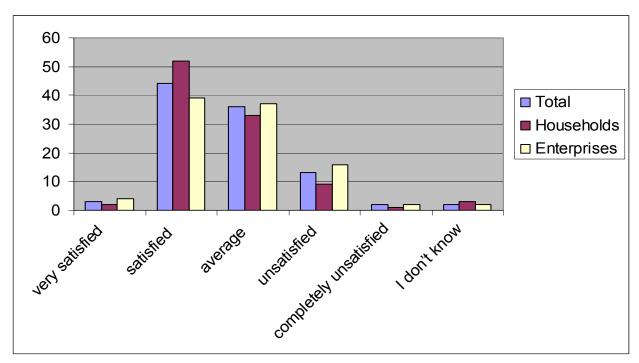


Figure 5 "To which extent are you satisfied of the organization of data collection process?"

6. The contacts between respondents and interviewers are an important element in the field work. 18 % of the interviewers realized contacts with respondents very difficult, 33 % - difficult, average - 42 %. An attention is drawn to the fact that only 7 % of the interviewers found the contacts easy. There are significant differences in assessment of both sub groups. More difficulties are occurring in the households' interviewers - 73 % stated this activity as very difficult or difficult, while in the enterprises interviewers this share is with 35 percentage points lower. Every fourth households' interviewer declares the degree of difficulties as average, while in enterprises interviewers this assessment is mentioned by each second interviewer.

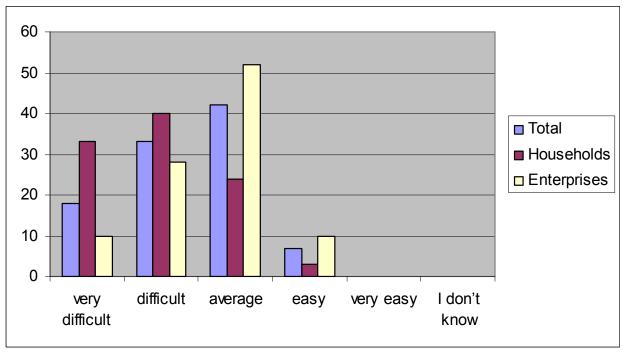


Figure 6 "What is the extent of difficulty for making contact with the respondents?"

7. Knowledge, skills, applying the techniques for **communication with respondents** are important factors for establishing cooperation and interaction between respondents and interviewers in compliance with surveys aims and reducing refusal cases. Correspondents, consultations by telephone or e- mail, providing assistance on the spot are different communication forms in data collection process.

Communication with respondents is carried out very difficult according to 12 % of interviewers, difficult - 32 %, average - 43 % and easy - 13 %. More than 60 % of the households' interviewers considered the communication as very difficult or difficult.

The main reasons for difficulties are: insufficient information for the surveys aims; negative attitude of some respondents due to misunderstanding of the usefulness of statistical information; lack of reward and lower payments for respondents; general social and economic situation in the country and in some cases insufficient trust in statistics; not updated addresses; transport difficulties; not efficient implementation of the penal provisions; length of questionnaires; insufficient technical communication; lack of experienced or qualified staff in small firms; inclusion of respondents with health and language problems which required direct contacts and visits on the spot.

According to the Law on Statistics administrative and penal provisions are envisaged. Average annually during the period 2005-2007 by the RSOs 106 violation acts were drawn up, the issued penal provisions are 57, with fines amounting to 7800 BGN. In case of discovered errors, on which no acts were drawn up, no penalties provisions were issued, 9239 warning letters were sent to the respondents.

At the same time the RSOs staff assistance was provided on the spot to 5647 reporting units and to 42660 respondents in RSOs. In addition 66 meetings were held with respondents to provide them the necessary instructions included in operative statistical tools and for training.

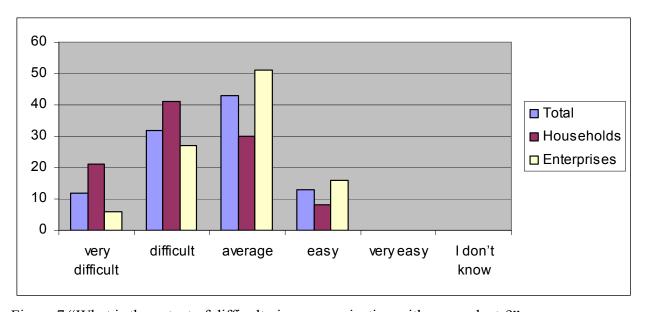


Figure 7 "What is the extent of difficulty in communication with respondents?"

8. The assessment of interviewers' willingness of respondents to answer sensitive questions (personal data like PIN, data of birth, married status, working place, size of salary) is of special attention. 11 % of interviewers found the respondents as willing, 43% - assessed the extent of willingness as average, 38 % - unwilling and 8 % - very unwilling.

More than half of the households' interviewers' assessed the respondents behavior as an unwilling or very unwilling while that share of the enterprises interviewers is with 13 percentage

points lower. The trust in institution, surveys aims, legal provisions and consistency with Law on protection of personal data, the security of micro data are the main reasons for unwilling.

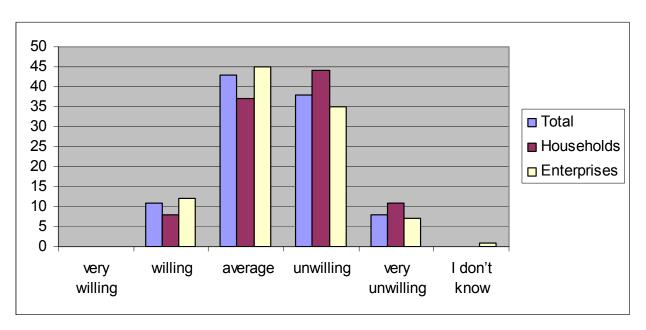


Figure 8 "How do you assess the extent of willingness of the respondents to answer the sensitive questions?"

9. Interviewers' motivation depends on different factors including **remuneration for the performed work**. Roughly 45 % of the interviewers answered that they are not satisfied, 17 % - completely unsatisfied, 26 % - average and only 9 % - satisfied.

Low level of remuneration is a significant factor for staff turnover and has negative impact on the age structure. The relative share of outflows on their own free will in 2007 in RSOs is lower (2 %) compared to NSI HO (6 %), but the provision with motivated and qualified staff still is the basic problem.

The main reasons for interviewers'unsatisfaction are: low level of salaries; difference in payments according to the legal structure of staff (on Civil Servant Act and Labour Code – in RSOs the relative share of the staff on the Labour Code is 40 %), delays in payments on the contract bases, insufficient additional payments.

The acting attestation system of the staff (according to the Ordinance on Conditions and Order for Appraisal of Civil Servant within the State administration) through conformity with the individual evaluation still has not impact on the staff motivation (in 2007 the share of the RSOs staff with individual evaluation 2 "up requirements" is 38 %).

The household's interviewers are more unsatisfied. The share of completely unsatisfied is with 10 percentage points higher than the enterprises interviewers. In some degree this is due to prevailing number of the interviewers with secondary education level - approximately 60 %, which received lower salaries. The enterprises interviewers with secondary education level are 26 %. The unsatisfied interviewers of both sub groups are quite similar - 47 % the household's interviewers and 45 % of enterprises interviewers.

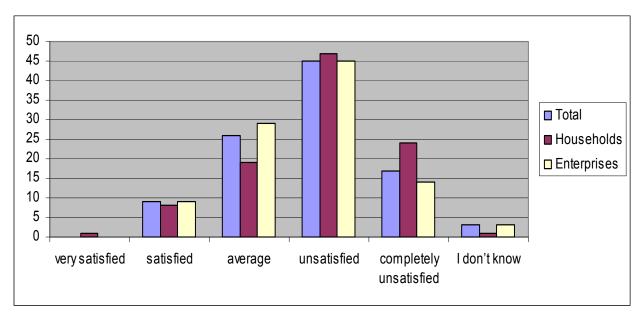


Figure 9 "What is the extent of your satisfaction with the remuneration for the work on data collection?"

III. MAIN FINDINGS

The survey presents high interest of RSOs interviewers engaged in data collection from households and enterprises and other legal entities. The confirmation for this is the high response rate and proposals, comments and recommendations which were made. As a positive side it may be stress the good understanding about the role of the interviewers in data collection process. A substantial part of interviewers' satisfaction is connected with their systematic efforts in data collection process. Special attention should be paid on the reasons for unsatisfaction.

In general picture there is separation - from the one side prevailing satisfaction (surveys infrastructure), from other – inhomogeneously (training), and from the third - unsatisfaction (remuneration).

Two directions of unsatisfaction should be highlighted:

- enterprises interviewers quality of instrumentarium, training, coordination and organization of surveys
- households' interviewers contacts, communications, willing of respondents to answer the sensitive questions and remunerations.

The summary review of the survey results indicates the following:

- Almost 80% of interviewers state the fact that they always or quite often have enough time for learning surveys instrumentarium. The quality of the instrumentarium is appreciated as very good or good by 78 % of interviewers; 22 % of enterprises interviewers are of the opinion that the quality is at average level.
- Almost 50% of interviewers expressed an opinion that they always or quite often participated in training activities before data collection, but 24 % sometimes; there are differences between opinions of two groups enterprises interviewers appreciated at lower rate their participation in training. The quality of training is considered as very good or good by almost 75 % of the interviewers.

- The survey coordination is evaluated as very good or good by 60 % of the interviewers. The survey organization is assessed as very satisfying or satisfying by 47 % of the interviewers. The enterprises interviewers' degree of satisfaction is lower than the one coming from the households.
- More than half of the interviewers realize contacts with respondents very difficult or difficult. The same difficulties exist during communication with respondents for 44 % of the interviewers. 46% of the interviewers consider respondents as unwilling or very unwilling to answer the sensitive questions. The situation is more difficult for the households' interviewers.
- 62 % of the interviewers are not satisfied or completely unsatisfied with the remuneration for the performed work. The households' interviewers are more unsatisfied.

IV. PROPOSAL FOR IMPROVEMENT ACTIONS

Interviewers were given the opportunity to provide any further comments they wished regarding the assessment and suggestion for improvement. Many of interviewers (257, of which 120 households' interviewers and 137 enterprises interviewers) took this opportunity. 444 comments, recommendations and proposals were made. The comments focused mainly on remunerations - 40%, 31% - on contacts, communications, willing of respondents to answer the sensitive questions and 21 % - emphasized coordination and organization of surveys.

The aspects of interviewers' satisfaction survey are interrelated, covering different activities and the three groups of processes - statistical, management and administrative processes. The implementation of systematic approach for quality management according to the Quality policy requires transfer from:

- products quality to processes quality and continuous improvement;
- quality assessment of statistical data to processes management on the institutional level as a whole.

To control the survey quality, information on the statistical production process has to be gathered continuously in a systematic manner during each stage of the process. In order to attain good overall quality all means, such as organization, management, employees, information technologies and training sources should be used, as efficiently and effectively, as possible at each stage of the process.

The outlined proposals may be considered as contributions to the process of implementation of the horizontal priorities of the Strategy for Development of the National Statistical System, 2008 - 2012. The aggregated results of the survey provide the broad picture of interviewers' opinion and serve as valuable input for the development of list of process quality indicators.

The main directions for improvement actions are:

- Improvement of coordination, organization and communication and reducing respondent burden
 - Review of statistical instrumentarium questionnaire design, instructions
 - Review of ways and forms of data collection, consistency in data collection deadlines
 - Widening metadata presentation on the BNSI website
 - Improving consistency in data collection deadlines

- Minimizing non-response rate by careful planning of fieldwork, analysis of sample frame
- Increasing use of administrative data sources
- Coordination of samples, introducing rotation principles, reducing the burden of small firms
- Introducing a system for reward and incentive bonus for respondents
- Improving interaction between users, methodologists, statisticians and interviewers
- Informing respondents in advance for their reporting obligations
- Decreasing participations of small firms using thresholds according to the number of staff
- Monitoring and reporting respondents' burden
- Improving respondents' relationships, introducing FAQ and increasing feedback
- Elaboration of feedback reports about frequencies and causes of errors for managers, subject matter specialists and methodologists
- Elaboration of sampling and non-sampling error analysis for basic surveys
- Elaboration of data collection quality guide
- Providing a free phone number for respondents

Improving training and staff motivation

- Elaboration of Interviewers handbook/s
- Elaboration of procedures for Interviewers recruitment and list of competences
- Continuous training in order to improve knowledge on national and European legislation, information and communication technology, new ways for data collection and processing, foreign languages
- Introducing a system for reward and incentive bonus for Interviewers

ANNEXES

Annex 1: Summary data Annex 2: Questionnaire References

	Si	ummary data						
	QUESTIONS	DEGREE OF	TOTAL	Househo	Enterpri	TOTAL	Househo	Enterpri
		SATISFACTION		lds	ses	lds		ses
				NUMBER		PERCENT		
2	Do you have enough time for studying surveys		772	284	488	100	100	100
	instrumentarium (questionnaires, instructions, lists of observed units) before data collection running?							
		always	406	178	228	53	63	47
		quite often	225	72	153	29	25	31
		sometimes	95	20	75	12	7	15
		quite seldom	45	14	31	6	5	7
		never	1	0	1	0	0	0
		I don't know	0	0	0	0	0	0
3	How do you appraise the quality of the instrumentarium for the surveys that you have participated in?		770	284	486	100	100	100
		very good	141	65	76	18	24	16
		good	458	178	280	60	63	58
		average	139	32	107	18	11	22
		poor	26	7	19	3	2	4
		very poor	1	0	1	0	0	0
		I don't know	5	2	3	1	0	0
4	Do you participate in NSI training process before data collection?		769	282	487	100	100	100
		always	213	130	83	28	46	17
		quite often	160	65	95	21	23	20
		sometimes	185	42	143	24	15	29
		quite seldom	92	20	72	12	7	15
		never	110	25	85	14	9	17
		I don't know	9	0	9	1	0	2
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5	How do you appraise the quality of the training process?		763	280	483	100	100	100
		very good	181	98	83	24	35	17
		good	373	139	234	49	50	49
		average	85	19	66	11	7	14
		poor	7	0	7	1	0	1
		very poor	1	1	0	0	0	0
		I don't know	116	23	93	15	8	19
6	6 How do you appreciate the coordination in surveys that you participated in?		771	283	488	100	100	100
		very good	62	32	30	8	11	6
		good	391	163	228	51	58	47
		average	218	62	156	28	22	32
		poor	76	16	60	10	6	12
		very poor	9	1	8	1	0	2
		I don't know	15	9	6	2	3	1
7	To which extent are you satisfied of the organization of data collection process?		766	282	484	100	100	100
		very satisfied	25	7	18	3	2	4
		satisfied	337	148	189	44	52	39
		average	272	92	180	36	33	37
		unsatisfied	102	24	78	13	9	16
		completely unsatisfied	14	3	11	2	1	2
		I don't know	16	8	8	2	3	2
8	8 What is the extent of difficulty for making contact with the respondents?		769	283	486	100	100	100
		very difficult	141	94	47	18	33	10
		difficult	250	112	138	33	40	28
		average	321	68	253	42	24	52

		easy	53	8	45	7	3	10
		very easy	3	1	2	0	0	0
		I don't know	1	0	1	0	0	0
9	What is the extent of difficulty in communication with respondents?		770	284	486	100	100	100
	•	very difficult	90	60	30	12	21	6
		difficult	247	116	131	32	41	27
		average	332	84	248	43	30	51
		easy	95	22	73	13	8	16
		very easy	3	2	1	0	0	0
		I don't know	3	0	3	0	0	0
10	How do you assess the extent of willingness of the respondents to answer the sensitive questions?		772	284	488	100	100	100
		very willing	2	0	2	0	0	0
		willing	80	23	57	11	8	12
		average	324	105	219	43	37	45
		unwilling	294	125	169	38	44	35
		very unwilling	65	31	34	8	11	7
		I don't know	7	0	7	0	0	1
11	What is the extent of your satisfaction with the remuneration for the work on data collection?		769	281	488	100	100	100
		very satisfied	5	3	2	0	1	0
		satisfied	67	23	44	9	8	9
		average	194	54	140	26	19	29
		unsatisfied	348	131	217	45	47	45
		completely unsatisfied	134	66	68	17	24	14
		I don't know	21	4	17	3	1	3



REPUBLIC OF BULGARIA

NATIONAL STATISTICAL INSTITUTE

QUESTIONNAIRE On interviewers' satisfaction at Regional statistical Offices

Dear Mr./ Dear Ms.

We kindly ask you to participate in this voluntary and anonymous survey. The aim is to provide objective opinions and recommendations from the RSOs staffs, which collect data from respondents. The aggregated information will be used on realization of the survey with No 199 of the National Programme for Statistical surveys 2008.

(Please mark your answer with cross "X")

1. During 2007 did you participate in data collection as?

(Mark one answer according to predominant activity realized from you)

- 1 Households/persons
- 2 Enterprises, administrative units and other legal entities

CHAPTER I: INTERVIEWERS' SATISFACTION DEGREE

2. Do you have enough time for studying surveys instrumentarium (questionnaires, instructions, lists of observed units, etc.) before data collection running?

5 always 2 quite seldom 4 quite often 1 never 3 sometimes 9 I don't know

3. How do you appraise the quality of the instrumentarium for the surveys that you have participated in?

5 very good 2 poor 4 good 1 very poor 3 average 9 I don't know

4. Do you participate in NSI training process before data collection?

5 always 2 quite seldom 4 quite often 1 never 3 sometimes 9 I don't know

5. How do you appraise the quality of the training process?

5 very good 2 poor 4 good 1 very poor 3 average 9 I don't know

6. How do you appreciate the coordination in surveys that you participated in?

(For example, time for carrying out surveys in NSI, samples, overlapping of indicators)

5 very good 2 poor 4 good 1 very poor 3 average 9 I don't know

7. To which extent are you satisfied of the organization of data collection process?

(For example, testing new questionnaires, ensuring feed-back, use of electronic forms)

5 very satisfied 2 unsatisfied

4 satisfied 1 completely unsatisfied

3 average 9 I don't know

8. What is the extent of difficulty for making contact with the respondents?

(Mark one answer according to predominant activity realized from you)

	Very difficult	Difficult	Average	Easy	Very easy	I don't know
1. Households/Persons	5	4	3	2	1	9
2. Enterprises, administrative units	5	4	3	2	1	9

9. What is the extent of difficulty in communication with respondents?

(Mark one answer according to predominant activity realized from you)

	Very difficult	Difficult	Average	Easy	Very easy	I don't know
1. Households/Persons	5	4	3	2	1	9
2. Enterprises, administrative units	5	4	3	2	1	9

10. How do you assess the extent of willingness of the respondents to answer the sensitive questions?

5 very willing 2 unwilling

4 willing 1 very unwilling 3 average 9 I don't know

11. What is the extent of your satisfaction with the remuneration for the work on data collection?

5 very satisfied 2 unsatisfied

4 satisfied 1 completely unsatisfied

3 average 9 I don't know

CHAPTER II: INTERVIEWER'S PROFILE

12. Age:

13. Gender: 1 Male 2 Female

14. Education level:

1 Tertiary

2 Secondary

Please for your additional comments, including proposals for improvement as you mark the relevant questions!									

Thank you for your willingness and cooperation!

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