

Mapping of the Public Services

Methodology of the exploratory survey in 5 EU Member States



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I- Methodology

Sampling frame

The sampling frame for the survey was based on the universe defined by external experts hired under the EC-co-funded project *Mapping of the Public services* managed by CEEP. The universe was composed of a number of NACE sectors and sub-sectors identified as being SGIs:

- E: Electricity, gas and water supply
 - 40 Electricity, gas, steam and hot water supply
 - 41 Collection, purification and distribution of water
- I: Transport, storage and communication
 - 60 Land transport; transport via pipelines
 - ❖ 60.1 Transport via railways
 - ❖ 60.21 Other scheduled passenger land transport
 - ❖ 60.3 Transport via pipelines
 - 61 Water transport
 - 62 Air transport
 - 64 Post and telecommunications
- K: Real estate, renting and business activities
 - 73 Research and development
 - 74.5 Labour recruitment and provision of personnel
- L: Public administration and defence; compulsory social security
- M: Education
- N: Health and social work – except 85.2
- O: Other community, social and personal service activities
 - 90 Sewage and refuse disposal, sanitation and similar activities
 - 92.2 Radio and television activities
 - 92.5 Library, archives, museums and other cultural activities
 - 93.03 Funeral and related activities

The sample was stratified according to company size (employee size: 1-49, 50-249, 250+) and a random selection of SGIs was made in each of those strata.

Questionnaire development

The survey questionnaire was developed jointly by CEEP and a team of Gallup's experts. The final questionnaire consisted of 18 closed and 4 open-ended questions, followed by some on key characteristics of the respondent (sector of operation and size of the organisation, and position of the individual responding). There was no "no answer" option in the questionnaire but respondents could leave a question blank and move on to the next one. The master questionnaire in English is attached in the annex.

The questionnaire was subsequently translated to the national languages of the four "pilot" countries involved in the survey besides the UK: Bulgaria, France, Germany and Sweden. The translation process was based on current best practices in the multilingual translation of international survey questionnaires.

All forward and back-translations of the questionnaire were carried out using **WEBTrans**, Gallup's database-driven, semi-automated translation assistance system. **WEBTrans** is a database architecture that provides interface, translation assistance, advanced reviewing, central management, and project management utilities for the whole questionnaire localisation process.

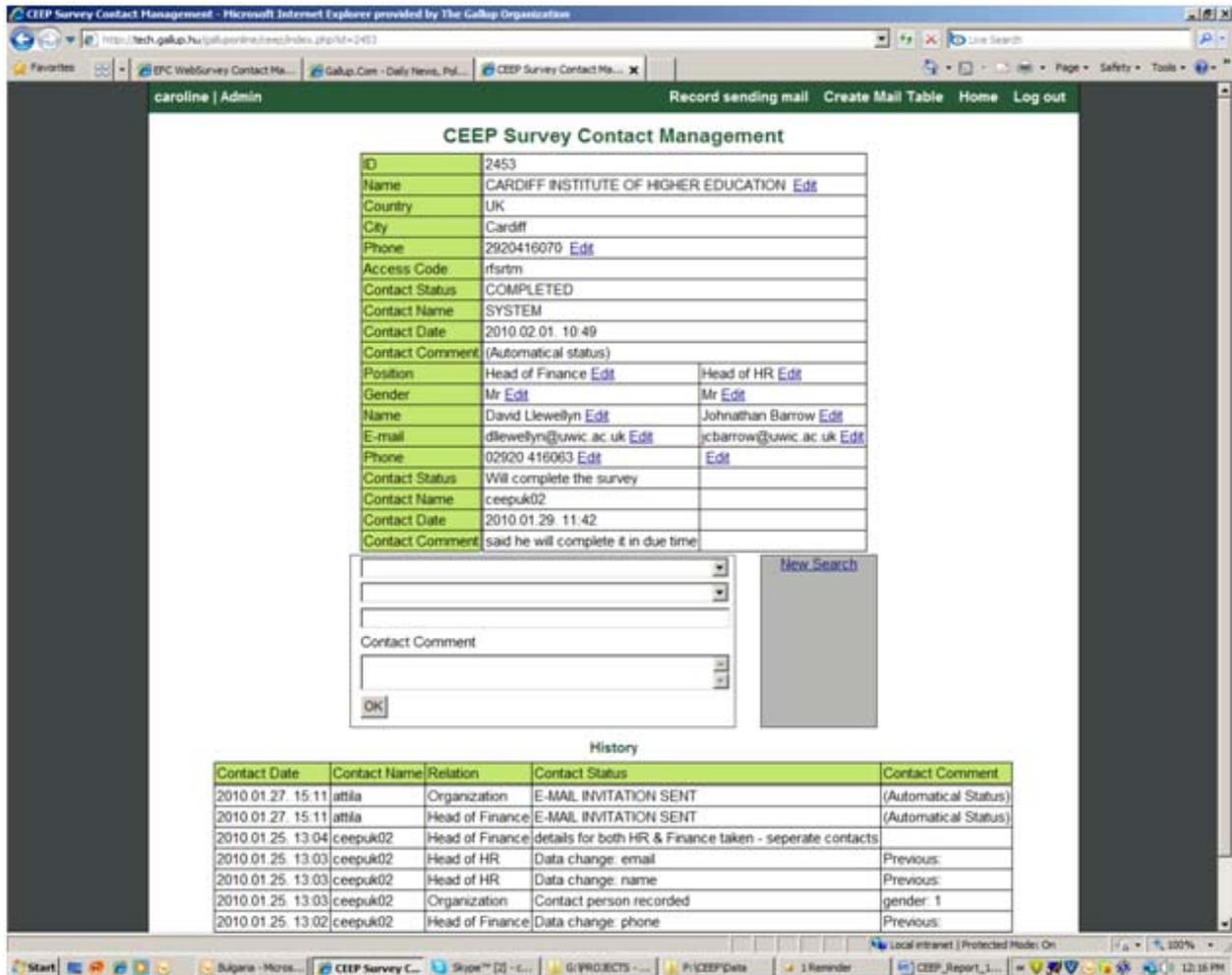
As part of Gallup’s standard quality control procedures, the questionnaire was also tested in each target language by several native survey professionals from our local fieldwork partner institutes. Finally and in agreement with CEEP, the questionnaire underwent some minor revisions on the basis of the output of the testing phase (e.g. Q4, Q5, Q12, etc.).

Fieldwork

The fieldwork was conducted in January-February 2010.

The survey was conducted in mixed-mode format with the survey questionnaire being online and the follow-up of respondents being carried out by telephone. It has indeed been widely accepted that fielding multiple modes of a survey and attempting multiple rounds of follow-up contact serve to increase survey response rates.

A Web-based contacts database was developed specifically for the project by Gallup’s technical team to support and monitor the fieldwork in real time. The database enabled interviewers to enter the contact information of the target respondents (name, email, phone number, etc.) and to change the status of the respondent after each follow-up call e.g. *no answer, will complete the survey, no survey – company policy*, etc. The screenshot below provides an idea of how the tool operated.



As the contacts database was being developed, interviewers were briefed by each local fieldwork partner in each country. Briefing instructions developed by Gallup’s central team served as a basis for the interviewer training in each participating Member State.

Interviewers were briefed on the following aspects:

1. On the overall objectives of the project
2. On the questionnaire - and key concepts involved e.g. SGI
3. On the fieldwork process
4. On the use of the contacts database tool

Fieldwork process

The fieldwork process was divided into three stages:

Stage 1: Identification of the target respondents

- Although the objective was not to survey individuals, but organisations providing services of general interest, the first key step was to identify, within each organisation, the professional(s) best placed to answer the survey.
- Interviewers started by calling all organisations in the sample to identify those individuals. Interviewers were instructed to ask for the contact information of the head of finance and the head of HR – or for the contact information of staff members with the closest job title. In the case of small businesses, interviewers were asked to collect the contact information of the head of the business.
- Interviewers were instructed to record in the contacts database two possible target respondents in order to maximise the chances of securing the contribution of the sampled organisation and thus limit non-response.

Stage 2: Sending out email invitations

- Once the contact information of all target respondents in the sample was recorded in the contacts database, an email invitation was sent centrally by Gallup to one of the two respondents in each organisation. When interviewers were able to obtain the contact information of the head of finance, the email invitation was sent to that person. Respondents were told that they should not hesitate to liaise with colleagues internally, in case they should not have the answer to some of the more specific questions.
- The email invitation was (re)sent in the national language of the target country.
- In the email invitation, respondents received the URL link to the online survey and the individual access code of their organisation. Access codes were linked to organisations, not individuals.

Stage 3: Telephone follow-up of target respondents

- Telephone follow-up was carried out in the national language of all five target countries by Gallup's fieldwork partners.
- The first objective was to make sure that respondents had actually received the email invitation. When that was not the case, or when the invitation had got lost, the invitation was resent centrally the same day.
- The second objective was to call potential respondents' attention to the survey, stress the importance of the initiative and encourage them to participate.
- Time and again during the fieldwork, interviewers had to explain the term "SGI" as a fair number of respondents were not familiar with it and were therefore not sure whether they belonged to the target population.

When potential respondents were directed to the survey's website via the URL link included in the invitation, they first saw a welcome screen with a short introductory message from CEEP and Gallup. Before accessing the survey, respondents could choose their preferred language: English, French, German, Swedish or Bulgarian.

The overall response rate across the five “pilot” countries averaged 10%. Nearly two-thirds (64%) of potential respondents included in the original sample were successfully contacted by phone and/or by email. Focusing solely on those potential respondents who were actually contacted, the response rate went up to 15%, which is a satisfactory outcome for a business survey.

The average completion time of the questionnaire was 12 minutes.

The table below provides information on the position of the respondents who completed the survey:

POSITION OF INTERVIEWEE	% respondents
Senior Management	61
• General Management (CEO/Director/President, etc.)	38
• Head of Finance	16
• Head of Human Resources	5
• Head of other department	2
Employees	19
• Employee in the Finance department	9
• Other employee	9
No answer	20
TOTAL	100

Data processing and record management

Gallup used WebSurvent, a module integrated into CfMC’s Web-based CATI system, which allows fully interactive interviews to be conducted over the Internet. Once a survey has been built with all questions, routings and conditions, the questionnaire can be presented on a browser either for the interviewers, who will call the respondents, or for respondents who were invited by e-mail to take part.

Gallup has built a special record-management system to trigger the appropriate follow-up tasks (e.g. reminder mailings, follow-up calls). The system can track the current status of each case in the sample and document the receipt of completed, partially completed or blank questionnaires. The system has a secure authentication system to ensure that only assigned administrators can access the content of the database. Data was kept confidential and aggregated at a higher level.

Gallup has studied human nature and behaviour for 75 years. Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organisation. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring behavioural economic indicators worldwide. Gallup consultants help organisations boost organic growth by increasing customer engagement and maximising employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organisations, through the Web, at Gallup University's campuses, and in 40 offices around the world.

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