



Survey Department

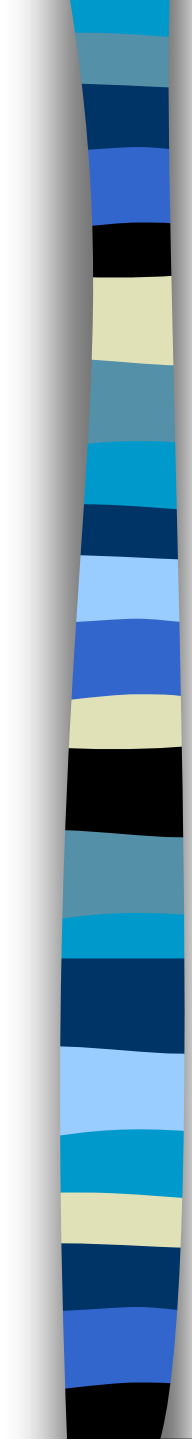
Planning, Monitoring and Performing Surveys
Twinning Project, July 2016

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Senior Director of survey department

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- Types of Surveys in the Department
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General Introduction

- Functions of the department: to plan, monitor and perform surveys
- This definition leads to a division of the work as follows:

Survey Headquarters: planning and monitoring the surveys

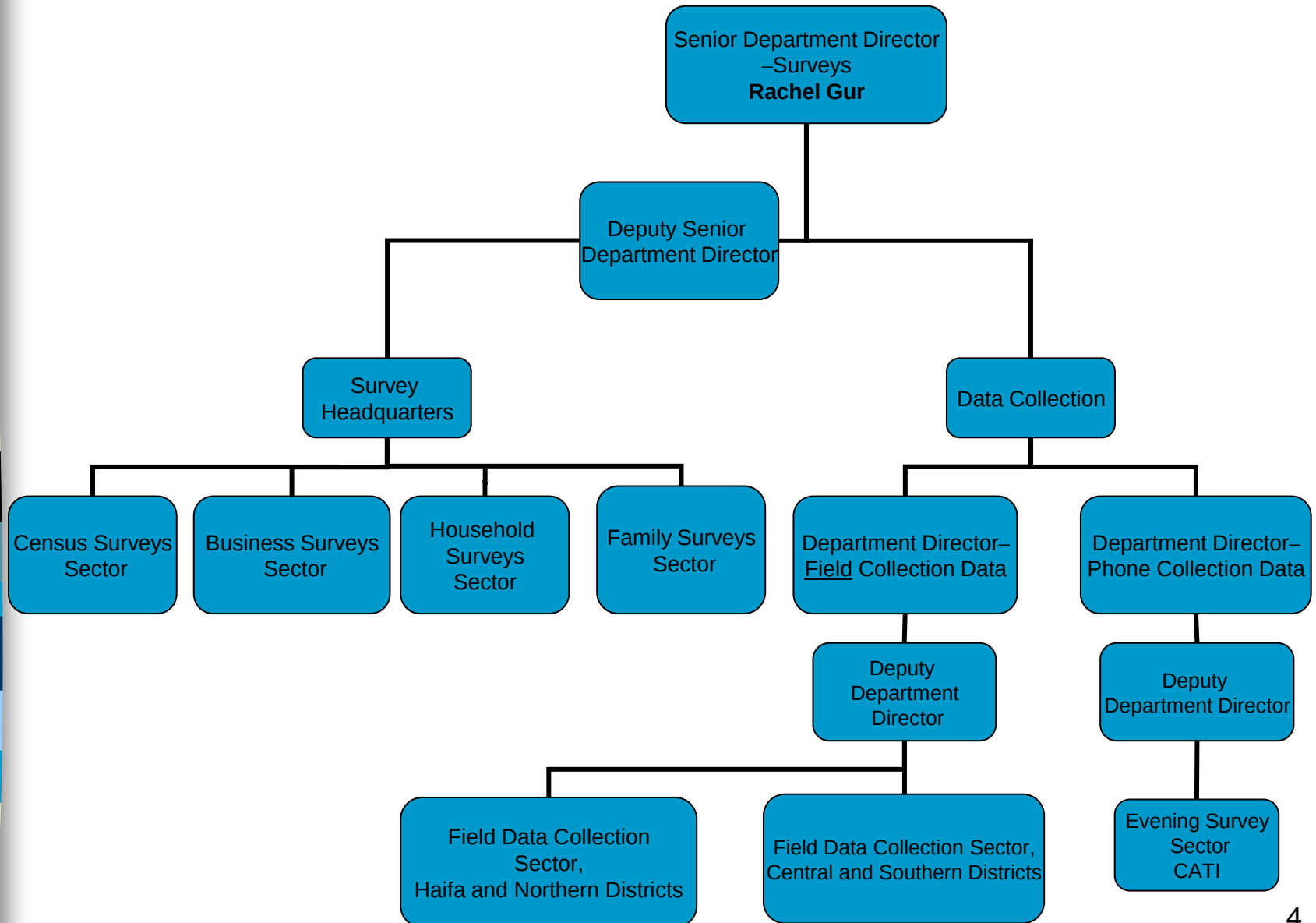
Data Collection Centres: performing surveys and collecting data

Collection centre for field data – Tel Aviv + a branch in Haifa

Collection centre for telephone data – Jerusalem

The collection centres employ about 400 interviewers.

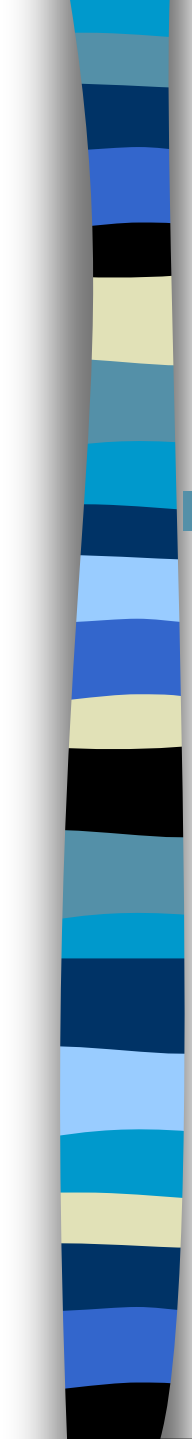
Survey Department – Organizational Structure



Types of Surveys

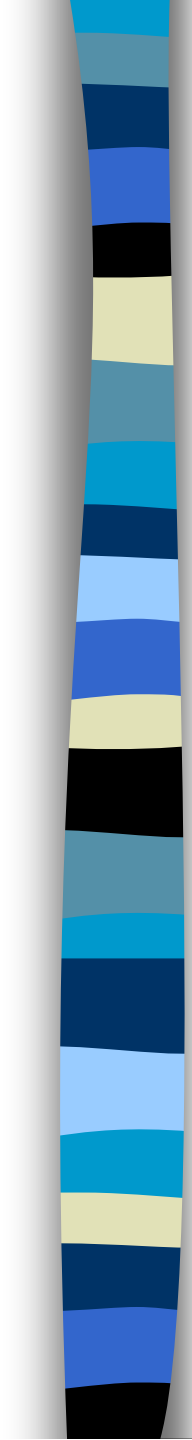


- The Survey Department runs about 50 surveys
- Basic division:
 - Family/individual surveys
 - Business surveys
 - Census surveys



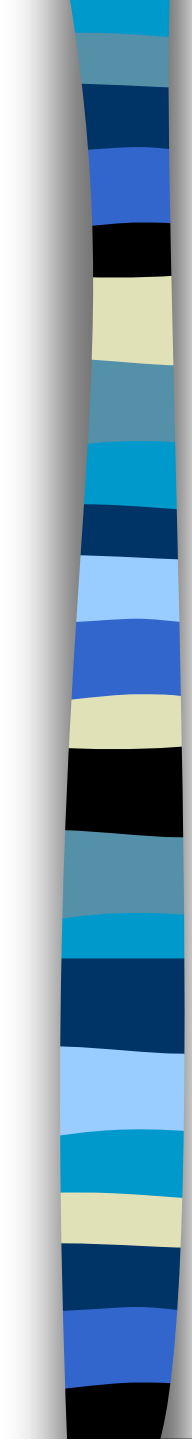
Family Surveys

- In the family surveys, we collect demographic, social, and economic data. We also conduct opinion and attitude surveys on various topics.



Business Surveys

- We approach businesses and collect economic data about their business activity.
- Business surveys cover all economic branches of the Israeli economy.



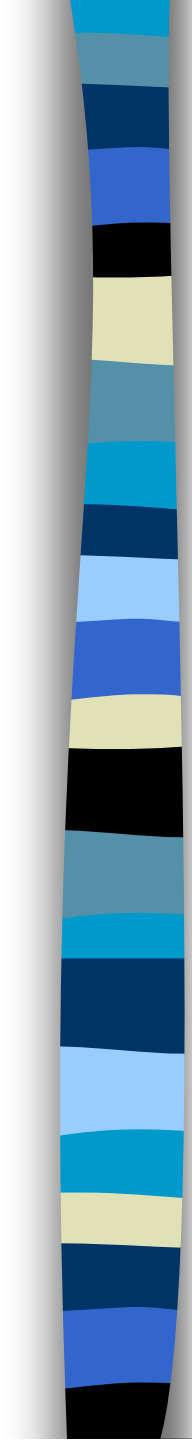
Census Surveys

- Integrated census – Based on administrative files (CPR) and large scale of field surveys to estimate under/over coverage.
 - Under coverage – field survey
 - Over coverage – telephone survey
- Respondents via web is optional In both surveys.
- The field survey has 2 stages:
 - Full coverage of all buildings and dwelling in sampled geographical cell, That enable to sample dwellings that will fill in Census questionnaire
 - Enumerating sampled dwellings (only dwellings that didn't answer by web)
- In 2017 we will conduct a large scale test as a preparation for the 2020 Census



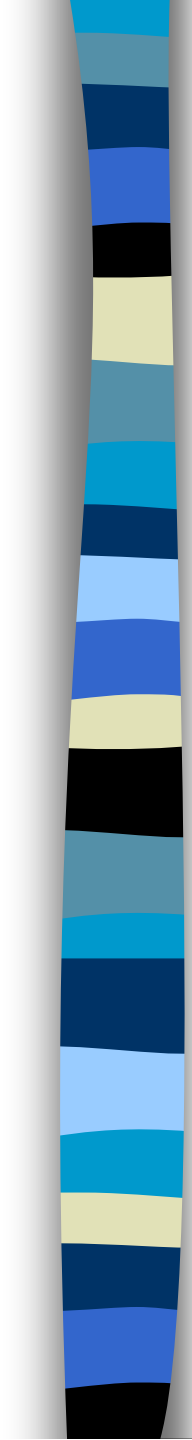
Data Collection Methods

- Field Surveys – face-to-face interviews
 - Data collection using a laptop computer – CAPI
 - Data collection using paper questionnaires
- Telephone Surveys – Data collection using computerized systems - CATI



Data Collection Methods (con't)

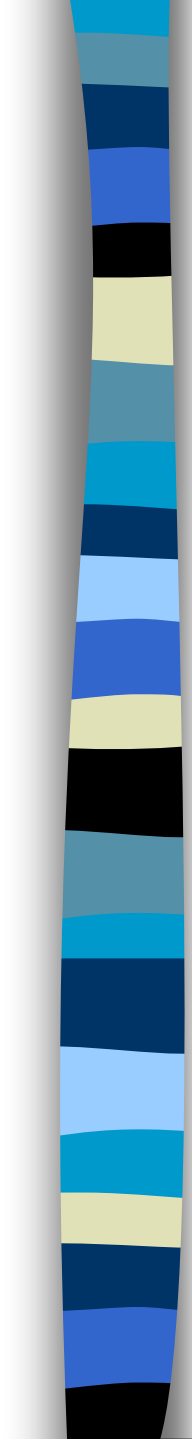
- Self-completion – respondents fill out questionnaires independently:
 - ❖ Mailed and faxed surveys
 - ❖ Web surveys



The Department's Functions

Functions of the Headquarters Unit

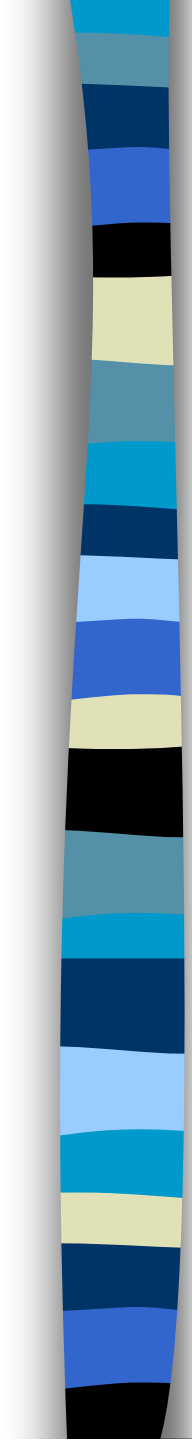
- Thorough study of the survey topics: written material, meetings with experts in the field
- Building tools for conducting the survey: questionnaire, work procedures, computerized collection systems, training material



The Department's Functions

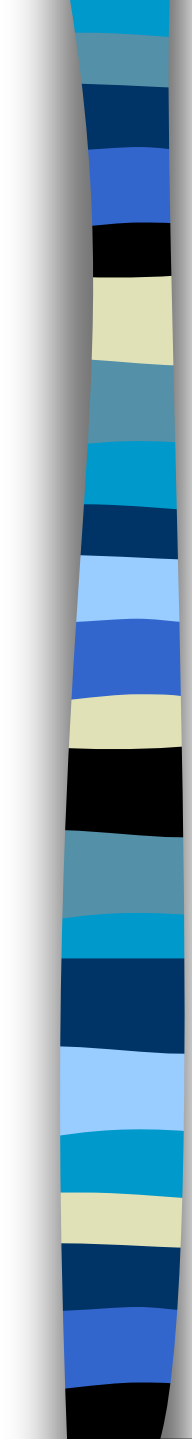
Functions of the Headquarters Unit (con't)

- “Testing of tools”: piloting the tools, pretest
- Training: creating a training system, classroom training of coordinators and interviewers, planning and conducting individual training



Functions of the Headquarters Unit (con't)

- Planning the budget required for the survey
- Checks and supervision
 - Quality checking of the interviewers
 - Progress of the enumeration
 - Accompanying field and phone interviewers
 - Keeping to schedule and budget
- Drawing conclusions and learning lessons
Writing summary reports for every survey



Functions of the Data Collection Centres

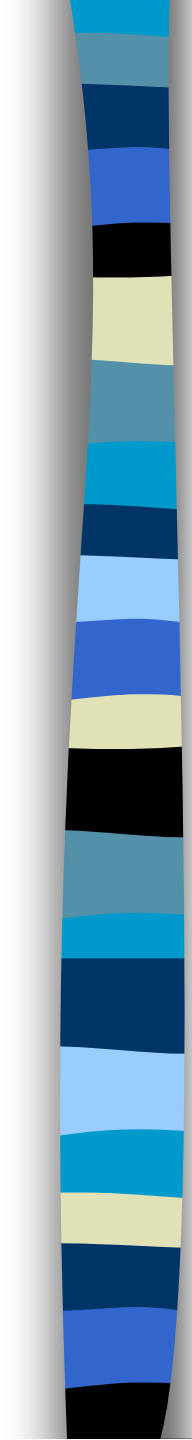
- Recruitment of interviewers
- Data collection by the interviewers
- Managing the interviewers and managing the collection of the data:

Assigning workloads

Arranging interviewers' mobility in geographic areas/between surveys

Administrative management of the interviewers

- Handling refusals to respond
- Dealing with response burden
- Training and refreshing memory as to work guidelines



Functions of the Data Collection Centres (con't)

■ Checks and monitoring

- Checking the enumeration

- Accompanying interviewers

- Administrative checks: efficiency of enumeration route, time invested in an enumeration unit, work hours reporting, and so on.

Thank you for your attention!

